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FEATURING KNIT GOODS

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

30999

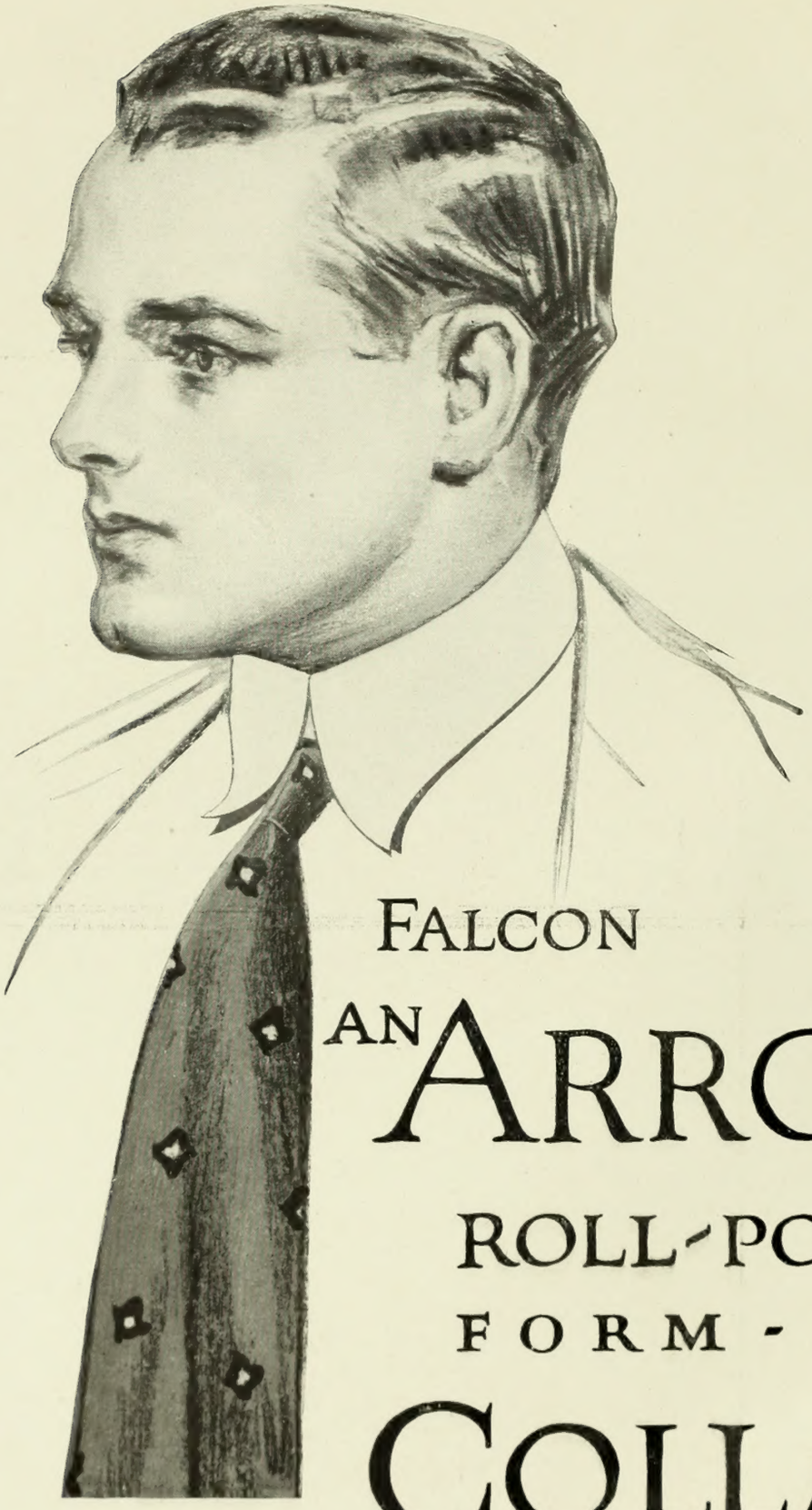
Vol. VIII. PUBLICATION OFFICE: TORONTO, JANUARY, 1918 No. 1

The Monarch Mackinaw Fall 1918

See our further advertisement, pages 2 and 3

The Monarch Knitting Company, Limited
DUNNVILLE, CANADA

Made In Canada



FALCON

AN ARROW

ROLL-POINT

FORM-FIT

COLLAR

CLARIDGE IS LIKE FALCON
BUT HAS ROUND POINTS

Cluett Peabody & Co., Inc., Makers, Montreal, Canada

Milne's Neckwear News For January

Spring's Biggest Seller

Crepe Failles

We will carry largest line of Crepe Failles in Canada. Our Salesmen are now going out with no less than 60 ranges similar to the one illustrated.

Price $5.50

We advise the buying of prints for Spring and Summer—with Crepe Faille the leading cloth.

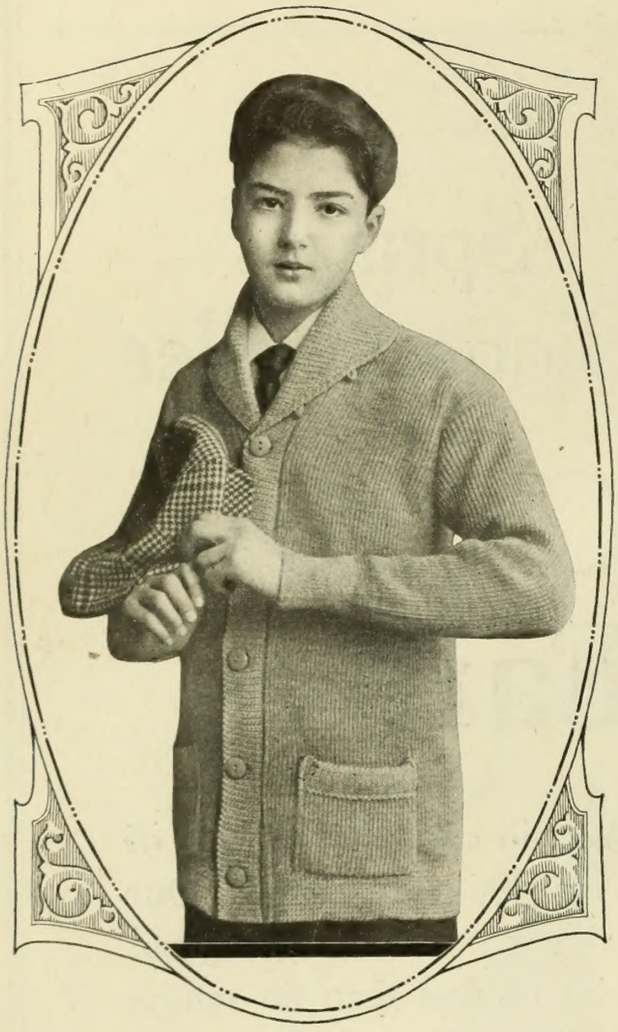
WILLIAM MILNE

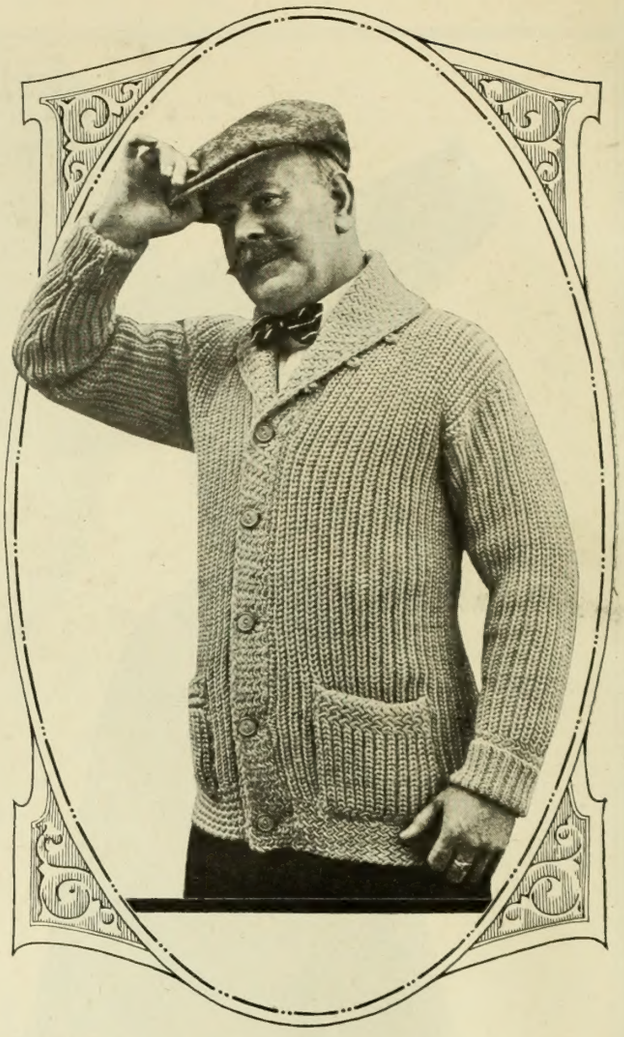
50 York Street Toronto

New lines continually arriving.
Always inspect the MILNE offerings.

If interested, tear out this page and keep with letters to be answered.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED





Meeting the desire for Quality Knitted Goods

Monarch-Knit range for 1918 is designed with full recognition of the increasing demand for better quality merchandise—very special attention being paid to the careful selection of suitable trimmings, and to the finer details of workmanship.

The Mackinaw illustrated in our advertisement on the front cover of this issue is the style feature of the men's range. We are showing several good models in Mackinaws in a large variety of colorings. The complete Monarch-Knit range, now with our travellers, contains practically every weight, style and color in knitted coats that might be desired.

Your inspection of our 1918 showing is invited.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc. Also Hand Knitting Yarns Suitable for Knitting Soldiers' Sox, Etc.

Dunnville, Canada

If interested, tear out this page and keep with letters to be answered.

The Monarch-Knit Family

This group will be strongly featured in consumer advertising of Monarch-Knit Hosiery during 1918. Its constant reappearance before the Canadian public will keep Monarch-Knit Hosiery continually before the attention of your customers.

You can link up your selling efforts with Monarch-Knit advertising with the full assurance that the innate quality of the merchandise will add to your reputation through thoroughly satisfied customers.

Monarch-Knit Hosiery is made for the whole family in Silk, Mercerized, Cotton and Cashmere. The complete line of samples now with our travellers.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc. Also Hand Knitting Yarns Suitable for Knitting Soldiers' Sox, Etc.

Dunnville, Canada

If interested, tear out this page and keep with letters to be answered.

This is the H.B.K. Glovmitten

A mitt and glove combined! A practical novelty that is sure to make a decided hit with your customers.

The Glovmitten, while allowing free use of fingers and thumbs for all purposes, insures solid comfort for the wearer through the mitten attachment which can be slipped over the fingers whenever desired.

This H. B. K. line is of the same high quality that marks every product bearing the H. B. K. trade mark. Every Glovmitten is lined with wool, and has neat strap at wrist. The sewing on the Glovmitten is done entirely on special P. X. M. Machines, which enables stitching to be done right up to finger tips, thus guaranteeing a perfect fit. This is an exclusive H. B. K. feature in Canada.

Stock this line now. Glovmittens will be big sellers during the cold weather months.

Another very attractive glove is here illustrated. Men's out seam, lamb-lined, strap at wrist, decoration three-needle self. No. 3485 Tan Suede. No. 3585 Grey Suede.

Investigate H. B. K. values first.

H.B.K BRAND

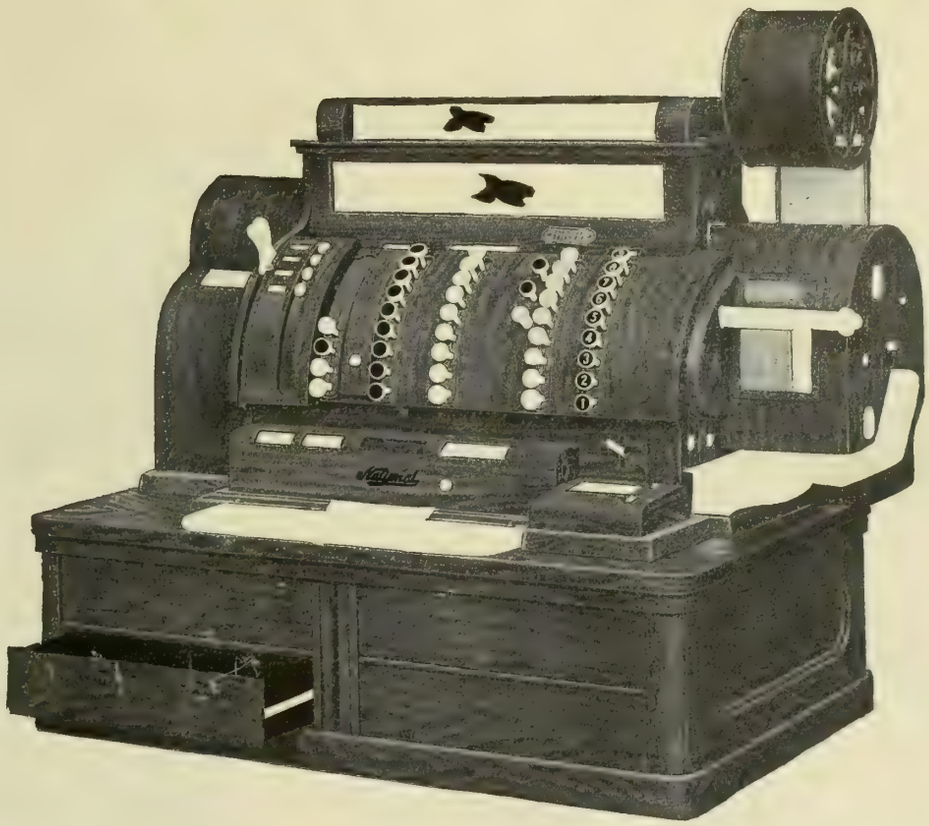
The Hudson Bay Knitting Company

Limited

MONTREAL

If interested, tear out this page and keep with letters to be answered.

The Most Important Factor



Mr. Merchant:

THE most important factor in the success of any business is the *man* behind it. The business is but a reflection of its director.

If he is ambitious, energetic and intelligent, he will watch his business closely, discover every weakness, and painstakingly nurse it through to success.

He will seek advice, improve his knowledge and increase his efficiency so that he may know how to cure the ills of his business.

Too many men are self-satisfied and refuse to follow the methods that have brought success to other business men.

Think of the ten most successful men in your own line of business and ask yourself why they succeeded.

National Cash Registers are not cure-alls, but they have helped the most successful merchants in the world and they can help you.

Send for our literature and talk with our representative, because we have made a study of curing a great many of the troubles that beset the storekeeper.

Cast aside indifference and determine to improve your business in 1918.

THE

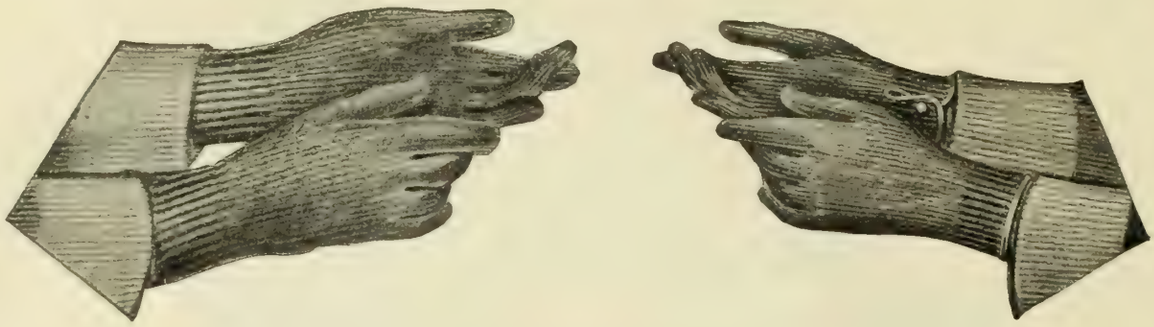
National Cash Register Company of Canada Ltd.

Christie Street **TORONTO**

If interested, tear out this page and keep with letters to be answered.

"AVON KNIT"

1918 Range



Our complete range for Fall and Winter, 1918, is now in the hands of our selling representatives. Quality of materials and workmanship have been maintained on standard "Avon Knit" lines, with prices adjusted. We believe it better to continue to produce quality merchandise rather than cater to price and make goods that will not give satisfaction.

Present prices on "Avon Knit" lines are based on raw materials bought below present markets. We advise early purchasing to avoid the necessity of paying higher prices and being disappointed in deliveries.

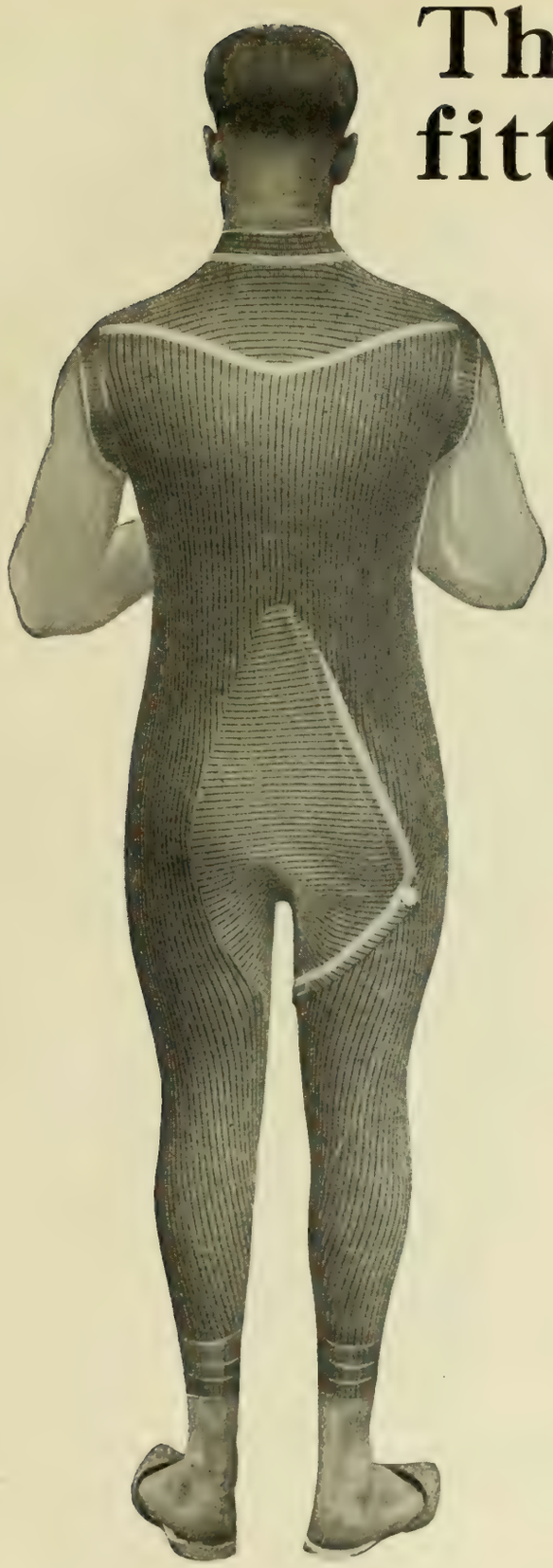
See the complete line of "Avon Knit" Mitts, Gloves, Toques, Hosiery, Sweater Coats, Mufflers, Skating Sets, Children's Suits, Etc.

AVON HOSIERY, LIMITED

Stratford, Canada

Richard L. Baker & Co., 100 Wellington Street West, Toronto, Selling Agents

If interested, tear out this page and keep with letters to be answered.



This is the perfect fitting Union Suit

It's a *Tru-Knit* creation and this brand is a positive guarantee of fine fitting qualities.

The pulling, binding and drawing so common in the ordinary union suits are entirely absent from this line. Note the reversed rib in the yoke and seat pieces. These features alone guarantee the wearer a snugger fit and greater comfort.

Tru-Knit comprise the most extensive showing of Union Suits made by any one mill—Balbriggan Spring Needle Ribs, Plain Ribs. White and Egyptian cotton. Combed Sea Island in White and Natural Silk Lisle. Mercerized (Silkette) Cream and Natural Light Weight Cashmere. Wool Mixes. Pure Wool.

The perfecting of the Union Suits was carried out under the *Tru-Knit* banner.

Canadian Knitting Co., Limited, Hamilton, Ontario

If interested, tear out this page and keep with letters to be answered.

Now for a bigger Underwear business during 1918

Success in underwear selling is determined primarily by the quality and the reputation of the stock you carry.

Where quality, comfortable fit and money's worth are so happily combined as in Atlantic Underwear, you can absolutely rely on steady money-making sales and unstinted customer good-will.

And because Atlantic Underwear is made by expert workmen from Maritime Wool, seasoned by the salt-laden Atlantic breezes, each and every garment is remarkably free from that objectionable shrinkage so noticeable in other brands of underwear.

To fully appreciate Atlantic superiority, a personal examination is advisable. Your wholesaler will show you a complete assortment, and we strongly urge your inspection before stocking any other underwear.

Atlantic Underwear will make 1918 a Prosperous New Year for you.

Atlantic Underwear

LIMITED
MONCTON, N.B.

If interested, tear out this page and keep with letters to be answered.

RAILROAD SIGNAL

THE SEMAPHORE GIVES

The *Right* of *Way* → to *Comfort*

when you stock "RAILROAD SIGNAL"
OVERALLS and SHIRTS

MANUFACTURED BY

THE KITCHEN OVERALL AND SHIRT CO., LIMITED

Factory and Head Office—BRANTFORD Branch Sales Office—279 College St., TORONTO

If interested, tear out this page and keep with letters to be answered.

Reliable Clothing for Men, Young Men and Boys

The smart, manly styling of the "H. G. B." models for Spring will build business for you.

The range is big and complete. It has been built up by highly skilled tailoring, and by close attention to every detail. "H. G. B." fabrics are always dependable.

Our travellers will be on their respective territories after the holidays. We are always glad to submit samples upon request.

Helleur, Gariepy & Broderick Limited

MONTREAL

Office and Salesroom, 16 Craig St. W.

Western Office, Hammond Block, Winnipeg.

TROUSERS WITH A REPUTATION

"Everyman's" Trousers have the real values and the sterling qualities that overcome all competition.

You'll be looking after your own interests when you look over an assortment of "Everyman's."

Sound customer-pleasing quality is the foundation upon which we have builded the "Everyman's" reputation.

We are now showing a grand assortment of Spring lines and a splendid line of Corduroys and Tweeds.

Let us send you samples and prices. Postcard us to-day.

FOR THE MILLIONAIRE

Made in Canada — "Everyman's" TRADE MFD BY DAVIS BROS MARK — *For Canadians*

FOR THE MILLION

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

Taylor-Made Garment Hangers

No. 74B **$12.50 per hundred**

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.

Hamilton Ontario

If interested, tear out this page and keep with letters to be answered.

FALL DELIVERY OF

ZIMMERKNIT
TRADE MARK

We are working under high pressure on war orders, but we appreciate the necessity of maintaining our permanent connections by supplying our customers' requirements promptly.

We request our friends, therefore, to order as soon as possible for delivery in the Fall of 1918, in order that we may make our arrangements in advance and be enabled to do our best for the War Office as well as for our home trade.

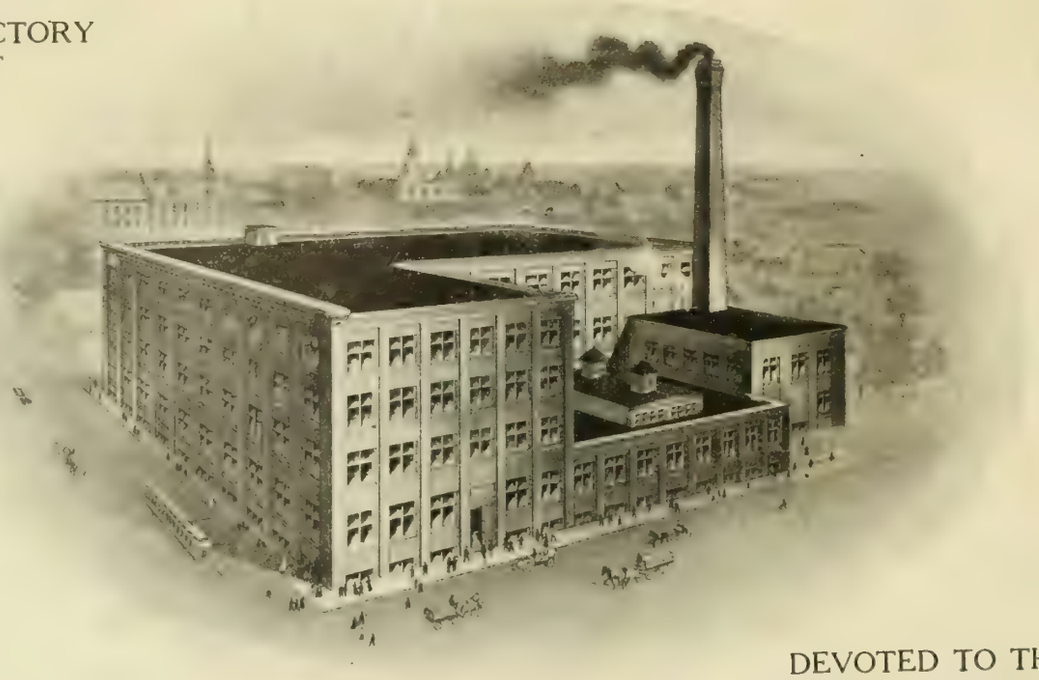
Prompt delivery is assured for both Spring sorting and Fall delivery if orders are placed now.

You will be helping our Allies and assisting us, as well as acting in your own interests, if you make up your list of your requirements in cotton and cotton and wool under-garments immediately after stock-taking.

Zimmerman Manufacturing Company, Limited
Hamilton, Ontario

If interested, tear out this page and keep with letters to be answered.

OUR FACTORY
AT GALT



DEVOTED TO THE
TRADE EXCLUSIVELY

TRADE MARK REGISTERED
TIGER BRAND

TIGER BRAND
UNDERWEAR AND KNITTED GOODS
Our 1918 Samples

A complete line of samples of our 1918 range of TIGER BRAND Knitted Goods will be shown by our agents throughout Canada from the first of January.

Owing to our concentrated efforts in the supplying of our customers' requirements, we hope to be able to fill all orders promptly and in full. We would, however, advise early buying.

Look over the "TIGER BRAND" range when our representative calls.

The Galt Knitting Company Limited

GALT — Manufacturers of Underwear and Knitted Specialties — ONTARIO

If interested, tear out this page and keep with letters to be answered.

New Fall Lines

Peck's

Caps and Shirts

These two big departments will submit their *New and Complete Fall Ranges* to the trade immediately after the New Year.

In the Cap Range you will find a wide and exceedingly attractive variety of fabrics, patterns and features from which to make a choice.

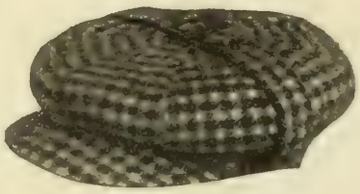
In the Shirt Range we feature our famous *Working Shirt* in several new patterns and materials. This shirt is noted for its roomy, well-made and hard-wearing qualities. A complete line of Fine Shirts will also be shown.

We bespeak an early inspection.

John W. Peck & Co., Limited

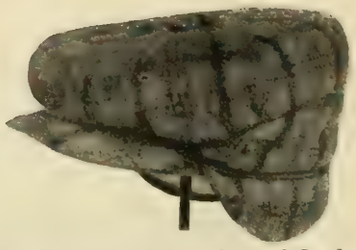
MONTREAL **WINNIPEG** **VANCOUVER**

If interested, tear out this page and keep with letters to be answered.



A Late Offering

This handsome check has the new trench buckle and belt on top with a very narrow band at back. Fraser-made novelties are cleverly designed.



A Rough Weather Model

The ear-lap shown down in the illustration can be concealed in the cap between the lining and outer band. An extremely neat solution of the Winter-cap problem for city and town wear.

The Rah-Rah

The ever-popular little chap's hat

For style, quality of material and workmanship Fraser-made caps have established an enviable reputation. Despite the scarcity of materials for Fall and Winter next, we have given our representatives the finest line for Fall and Winter, 1918, they have ever shown. The Kiddies' hats alone are worthy of your attention. If you are not given the opportunity of seeing the new line in a few weeks, drop us a line.

THE FRASER CAP COMPANY, LIMITED

LONDON, ONTARIO

Goods in Sanitary Covering Appeal to all buyers of Men's Wear

Many manufacturers are sending out their product—their shirts, their underwear, their soft collars—in Transparent, Sanitary Sealed Bags.

Many dealers are enclosing each purchase in a bag.

We can supply manufacturer or dealer—can make the covering to meet the particular needs. We now are turning out bags for soft collars, and huge bags to cover an entire suit—bags which a clothing man can send with each order—and which a cleaner can use as part of his service.

TELL US YOUR NEEDS AND WE WILL GIVE QUOTATION

SPECIALTY PAPER BAG CO.
LIMITED

247-255 Carlaw Ave. - TORONTO

Looking for well made sweaters that sell easily?

Well, here they are

And everyone, whether Plain or Jumbo Knit, truly represents the very "Acme" of good value and sensible style.

Acme Sweaters come in Grey, Navy, Slate, Khaki, Maroon, Seal and Olive. Some have shawl collars, in fact every taste can be fitted from this representative line.

We also offer a full range of scarfs in brushed wool in the above-mentioned colors.

Our men will be on their respective territories shortly after the first of the year. See our range before placing.

ACME

' Get acquainted with Acme values"

ACME GLOVE WORKS, LIMITED, MONTREAL

If interested, tear out this page and keep with letters to be answered.

Now Ready

NECKWEAR NOVELTIES FOR EASTER TRADE

Our New Line of Neckwear for the Spring and Easter Trade will be in the hands of our Salesmen January 1st.

We are presenting a large and attractive range of Swiss Silks comprising many new and striking designs and tasteful colorings.

Prices from $5.50 up to $12.00 and every line offering real value.

We bespeak an early inspection

Crescent Manufacturing Co., Limited

Montreal

Sample Rooms Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N.B., Halifax

If interested, tear out this page and keep with letters to be answered.

AHEAD OF ALL
M Co
Miller
TORONTO

Make 1918 a Year of Big Sales with "Ahead-of-All" Values

MILLER MADE

PALM BEACH

and Midsummer Suits, Duck Clothing and Specialties for 1918

If you have yet to realize the truth of our slogan "Ahead of All," we suggest your investigating now. See for yourself and be convinced that the Miller lines are indeed "Ahead of All."

are unusually excellent examples of correct style and superior workmanship.

Dealers would be well advised to place, without delay, as there is a marked scarcity of cotton, and present prices cannot prevail much longer.

White Duck Pants, Lustre Coats, Duck Clothing, Boy Scout Uniforms, Khaki Combinations, Work Suits.

The demand for military lines is coming to the front again and with Canada's new army of 100,000 it is well worth catering to. Speed up your military sales with a good big display of the famous

Miller Walking Breeches

The hit of the military trade! Every Tommy wants a pair on sight. Write for a sample assortment.

Puttees,
Haversacks,
Tunics and Slacks, Etc.

MILLER'S
WALKING BREECHES
FOR
SOLDIERS
All Ranks can wear them in England and at the Front
Buy a pair NOW before you leave they will match your Tunic and cost you less
COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

The Miller Mfg. Co., Limited

Makers of the Famous Miller Breeches

44 York Street :-: :-: Toronto

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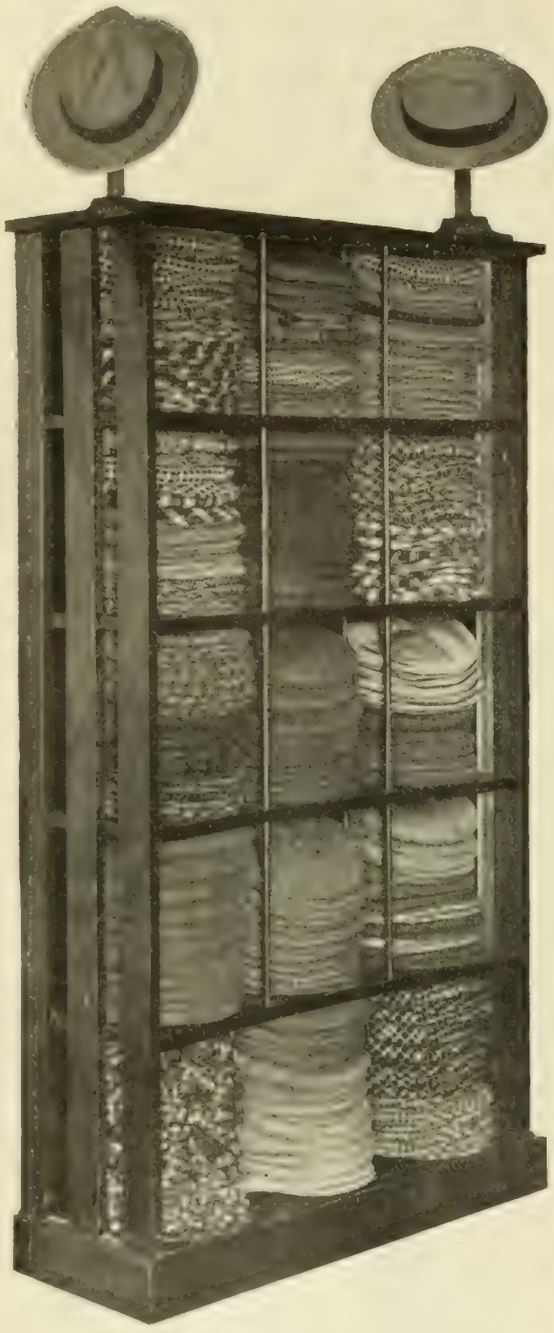
Taylor-Made

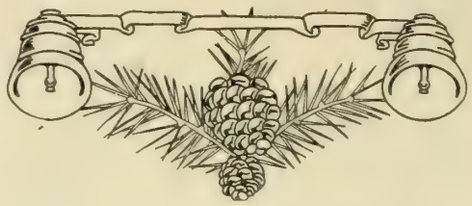


HERE is a handsome case for your caps. You can keep fifteen dozen in perfect order—the sizes all together—no bother about boxes—no confusion—no difficulty to ascertain exact stock on hand.

Order one by mail to-day on thirty days' trial. If not satisfactory in every way it can be returned at our expense.

Price, $12.50

The Taylor Mfg. Co.
Hamilton Ontario



AT THIS, the commencement of another year, we extend our best wishes to all our friends in the Trade.

MAY the coming year be truly profitable; may we face its problems unafraid; and may the pleasant relations which have existed continue until again we say:

Happy New Year.

Deacon Shirt Company
BELLEVILLE, ONTARIO

Sell Lion Brand Bloomers in 1918

Take every legitimate means to increase your turnover in the coming year.

Lion Brand Bloomers will stimulate business in your juvenile department.

You can't stock a better or more saleable line than Lion Brand Bloomers and Boys' Suits.

See our Odd Bloomer No. 256—Brown Corduroy, Flannelette Lined, Governor Fasteners.

It's a seller. Get acquainted.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO
Factories: Clinton Goderich Exeter Seaforth

If interested, tear out this page and keep with letters to be answered.

AT LAST!

Something New in a Raincoat

AIR-IN

"The Coat With Lungs"

Most men who have ever worn raincoats have experienced that feeling of "STUFFINESS" that raincoats often give. They have been disagreeably annoyed by uncomfortable perspiration under the arms and around the neck and shoulders. This is because of the effort to make a coat so weather-proof that the comfort of the wearer has not been considered. The pores of the body must BREATHE. If all access to the outer air is sealed, excessive perspiration and discomfort will naturally result. Merely punching air holes beneath the arms of the coat is not sufficient to give the needed help. The COAT must actually BREATHE if the wearer is to enjoy unrestricted comfort. The coat must breathe, but, how can so impersonal an article as a coat be made to perform this function? It is in answer to this question that AIR-IN has been devised; for AIR-IN is the culmination of long thought and careful experiment to secure just this result. We know that we could make a raincoat with a stylish outer appearance and we have done it, but, we also knew that if we made that raincoat BREATHE we would improve the garment 100%, and we have done it; we have secured exactly the results we had so fondly hoped for in the AIR-IN.

The idea **alone** behind the AIR-IN coat would make it a ready seller, but back of that idea we have put the force of a newspaper advertising campaign in forty cities all over the country. The use of this great number of newspapers practically makes the AIR-IN a nationally advertised article because in almost any town, anywhere, there are readers of the newspapers selected for this AIR-IN campaign. We are advertising the AIR-IN in this big way, because we have a big story to tell—a ventilated, rain-or-shine coat that has never before been advertised to the general public.

Remember, above all, that you don't really have to sell AIR-IN. It is so unusual that it is its own best salesman. Don't forget that each AIR-IN sold is bound to mean another. Men who are satisfied with their clothes tell others.

Before buying or placing your order on Raincoats elsewhere, write us to send you sample garments and prices, or if possible to have our traveller call on you when en route.

The British Rubber Company

MAKERS OF WATERPROOF CLOTHING

469 St. Lawrence Blvd. Montreal, Can.

If interested, tear out this page and keep with letters to be answered.

Canadian Panama Hat Co., Ltd.

MANUFACTURERS, IMPORTERS AND EXPORTERS

Makers of Panama Hats for the Jobbing and Wholesale Trade only.

Retailers, make sure your 1918 needs for Panamas are covered.

Order now from your Jobber.

CANADIAN PANAMA HAT CO., Ltd.

345-349 ADELAIDE STREET WEST - - TORONTO

Stifel's Indigo Cloth

Standard for over seventy-five years

For Men's

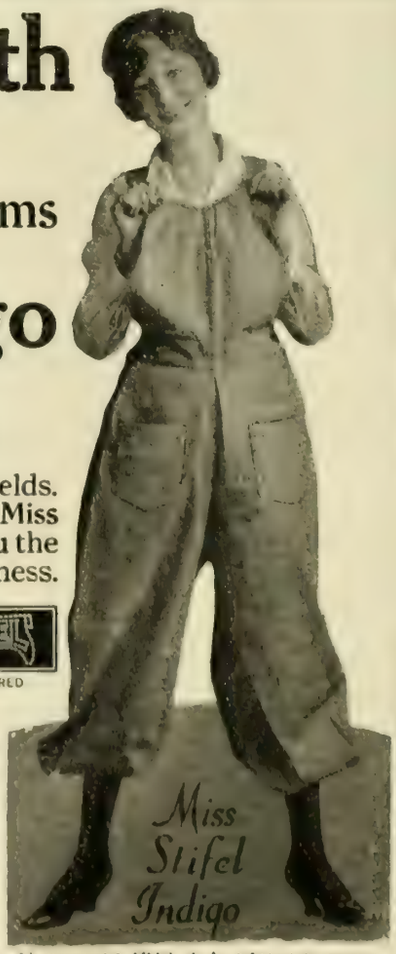
Overalls, Jumpers and Uniforms

and

Miss Stifel Indigo

the kid glove finish cloth for women's

Overalls and Work Clothes



Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the women's work garment business.

Manufacturers, Dealers, look for the boot trade mark on the back of the cloth when buying—it's your guarantee and your customer's guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

STIFEL'S REGISTERED

J. L. STIFEL & SONS

Indigo Dyers and Printers WHEELING, W. VA.

NEW YORK	260-262 Church St.	BALTIMORE	Coca-Cola Bldg.
PHILADELPHIA	1033 Chestnut St.	ST. LOUIS	928 Victoria Bldg.
BOSTON	31 Bedford St.	ST. PAUL	238 Endicott Bldg.
CHICAGO	223 W. Jackson Blvd.	TORONTO	14 Manchester Bldg
SAN FRANCISCO	Postal Telegraph Bldg.	WINNIPEG	400 Hammond Bldg.
ST. JOSEPH, MO.	Saxton Bank Bldg.	MONTREAL	Room 508 Read Bldg.
		VANCOUVER	506 Mercantile Bldg

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If interested, tear out this page and keep with letters to be answered

Sell a man

CARHARTT OVERALLS

and you sell him satisfaction

You sell him the very best overalls made — overalls with a nation-wide reputation for quality—overalls that are made to stand the test and to always satisfy

Now is a good time to get well stocked with our line. Prices have an upward tendency owing to the great demand for cotton materials. Avoid risk of advanced prices by placing your orders now.

We can make you *quick deliveries* of Carhartt Overalls, Combination One-Piece, All-Overs, Khaki Working Pants, Corduroy and Cottonade Trousers, and Gloves.

Write to-day.

Hamilton Carhartt Cotton Mills, Ltd.

— Toronto Unit —

TORONTO MONTREAL WINNIPEG
VANCOUVER LIVERPOOL (ENG.)

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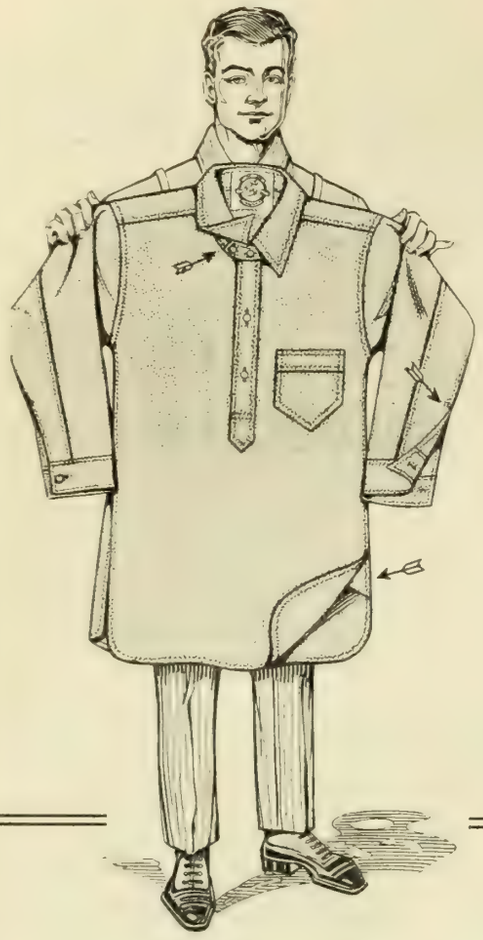

The Shirt Tale

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J.A. HAUGH MFG. CO. LTD.

This is the tale of **Arm and Hammer Brand Work Shirt** No. 837 as told to an Ontario merchant by the wearer.

"I'VE WORN THIS SHIRT FOR A YEAR, HAVE HAD IT WASHED EVERY WEEK AND IT'S PRACTICALLY AS GOOD AS EVER YET. I WANT ANOTHER."

Workingmen everywhere find Arm and Hammer Brand Work shirt satisfactory in every respect. They instantly appreciate the big advantages of Arm and Hammer Brand features:-

1—**Extra generous size.**
2—**Double stitching of all seams.**
3—**Extension neck band.**
4—**Reinforced at all points subject to hard wear.**
5—**Good quality buttons.**
6—**Reinforced pleats and button stays.**
7—**Arm and Hammer Brand standards of workmanship and materials.**

Get a stock of Arm and Hammer Brand shirts now. You'll find the demand worth while.

The J. A. Haugh Mfg. Co., Limited
TORONTO, CANADA

Show these
SCARCE GOODS
in your store

English Cashmere Socks, black, khaki and white, $5.25 and $6.50
Khaki Ribbed Wool Socks.....$5.50 to $10.50 doz.
Heather Ribbed Worsted .....$3.50, $6.50, $8.00 doz.
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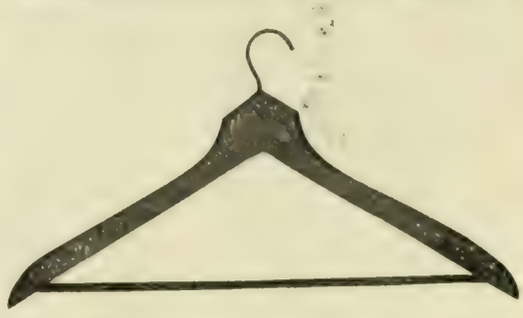

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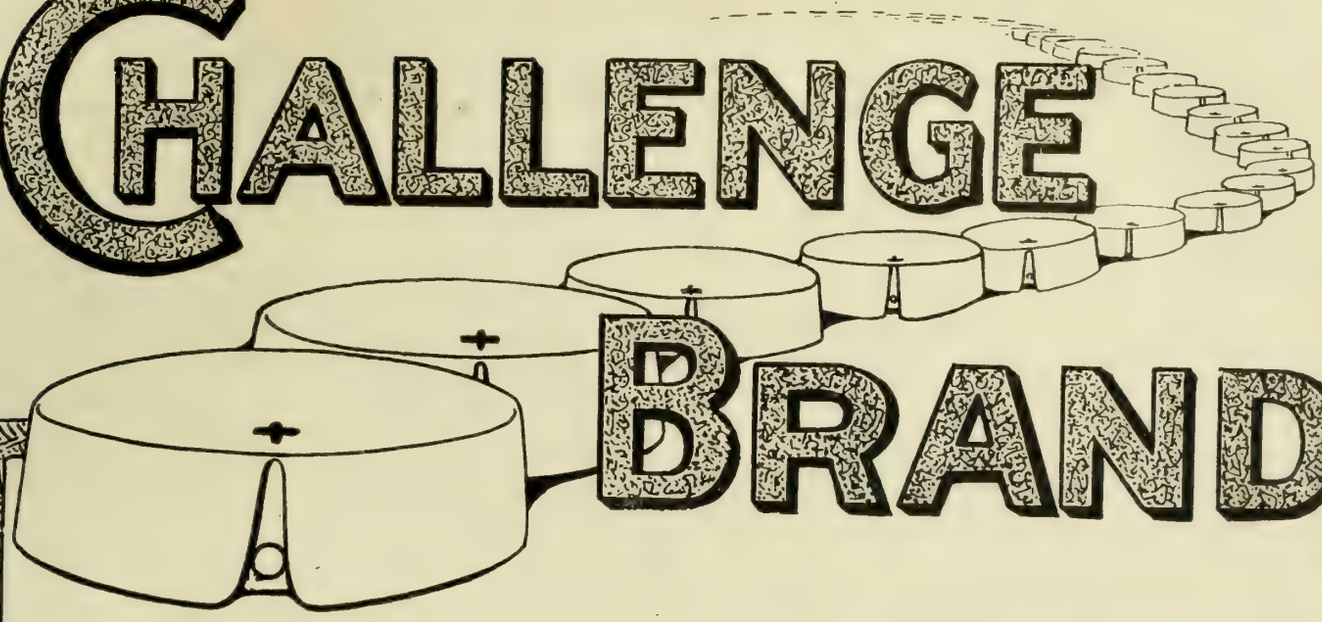

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Always keep a little stock of Arlington Collars before the notice of your customers. Tell them about Arlington service and economy. Do this and your sales and profits will be materially increased.

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MAKERS SINCE 1889

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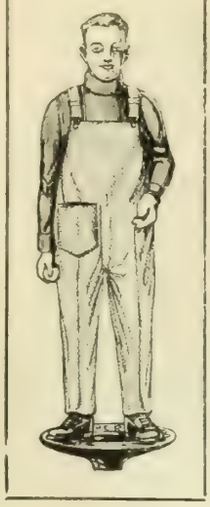

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A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
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THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

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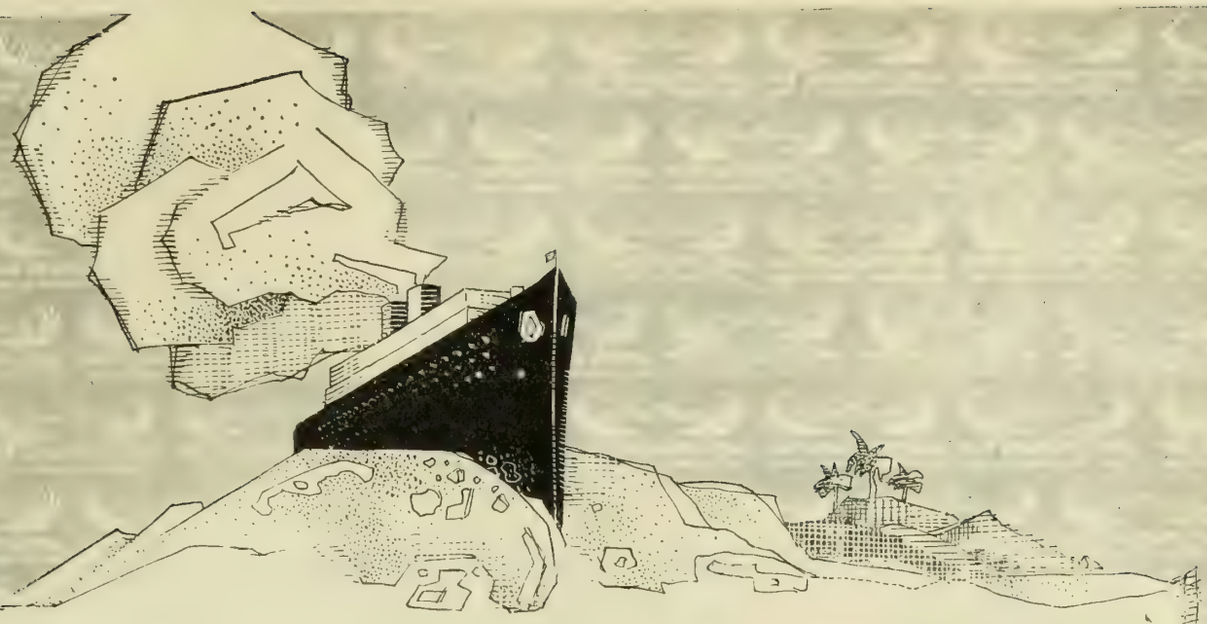

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THE Government deplores the wool shortage. . . . . It calls upon Manufacturer, Merchant and Consumer to lighten the demand on the limited supply, in order that there may be enough for the very vital need at home and abroad.

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We are the People you have read about as reliable makers of

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No. 10 Belt with Single Strap only.
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No. 18 Leggings with Spring as above.
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Sam Brown Belts,

Officers' Leggings (Blocked) in spring or spiral strap,

Officers' Solid Nickel Spurs and Spur Straps, etc.

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Our Trench Boots are a great success—a genuine solid leather, oil tan, waterproof, comfortable boot.

—

Boys are wearing them at the front.

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Toronto, Ontario

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MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8 TORONTO, JANUARY, 1918 No. 1

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 10 cents. Invariably in advance.

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New Year Announcement

Our travellers are now on the way with a wonderful showing of novelties and general ranges for the Spring season.

We solicit your inspection of

NIAGARA NOVELTIES
with Mitchell Slide-Easy Bands

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Niagara Falls, Canada

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Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VIII. TORONTO, JANUARY, 1918 NO. 1

Conditions in the Trade

AT last are shoved somewhat into the background the series of disturbing occurrences which have been rendering the men's wear business very trying. The election—waged with the usual bitterness—is over, and the people's verdict given. The Victory Loan has been floated to the tune of $415,000,000 The coal and raw material difficulties have been relieved at least in part.

COURSE PLAINER NOW

In short, the trade now stands in a position offering a clearer outlook. What is to come remains, of course, uncertain: but a good deal is now made plain. There are points to go upon in charting the business course.

RENEWAL OF MUNITION ACTIVITY

The success of the Victory Loan means, as has been said before, another year's manufacturing activity. Then the Imperial Munitions Board, the British Government, has already placed large orders for shells and fuses. These orders, coming on top of sizeable demands for shells for the United States, make it very clear that the munition plants, which have been running much less briskly of late, will again be operated full time.

This in itself will mean much to the men's wear trade, but the huge demand for woollens from our Southern neighbors also makes certain a flow of money from that source.

OUR BILLION DOLLAR FIELD CROP

During the month the Census and Statistics Bureau at Ottawa gave out its estimate of 1917 field crops value, placing this at $1,089,000,000. Over a billion dollars! Such a figure is, of course, only possible by reason of the high prices obtaining. Its meaning, however, is clear. The rural community in Eastern and Western Canada alike has money to spend for all its proper needs.

SATISFACTORY BUSINESS SEEMS CERTAIN

So there is good reason to expect very satisfactory business in the new year.

Conscription still hangs, a somewhat menacing factor, over the trade, but its effects are seen to come very slowly. A few more customers will be lost, but it becomes more and more evident that no man's trade will be undermined as a result of these drafts. Some clerks will be taken, putting on the merchant another problem, but this is all in the game these days. As someone has said, the thing to do is to "Smile, and keep on keeping on."

YOUNG AND OLD ARE NEW CUSTOMERS

While some customers may go there are continually new customers coming. Men who had retired are coming back to work. They consequently need more clothing. The boys are working, earning more and spending more. These and other sources of new business are being discovered.

High prices are becoming more and more a problem. Underwear for Fall is away up; so with shirts, hats and many other lines. All this causes the merchant to wonder how much he had better buy, and when he had best buy it. There is a limit to the price people will pay for clothing. At least there used to be. Now, with everything up so that people expect this, and with so many possessing ample sums of money there sometimes seems to be no limit to the price to which people will go for real necessities. Indeed, men will cut down on other things before letting themselves become shabby.

Moreover, this fact is as it should be. A shabby man—it is now generally recognized—tends to do shabby work.

BIG EARLY SPRING BUYING EXPECTED

The continually rising market is expected to lead many merchants to buy in the early months for a part of next Fall's needs—that is to purchase Spring lines to carry over for Fall. This, of course, will need to be done with great caution, both to see that finances are not strained thereby, and to make sure the goods to be carried over will be suitable for Fall.

The early months of the year will likely see a great deal of buying. Merchants have been proceeding very carefully, selling quite largely out of stock in November and December, so, even where huge stocks were carried, there have been substantial reductions, which, in view of the steadily rising market, many merchants will want to make up in part at least.

FINE CHRISTMAS TRADE

Christmas business, generally, proved eminently satisfactory, the useful present was the thing and the men's wear store profited by the spirit of thrift which is in the air.

WILL TRAVELERS PASS BY SMALLER TOWNS?

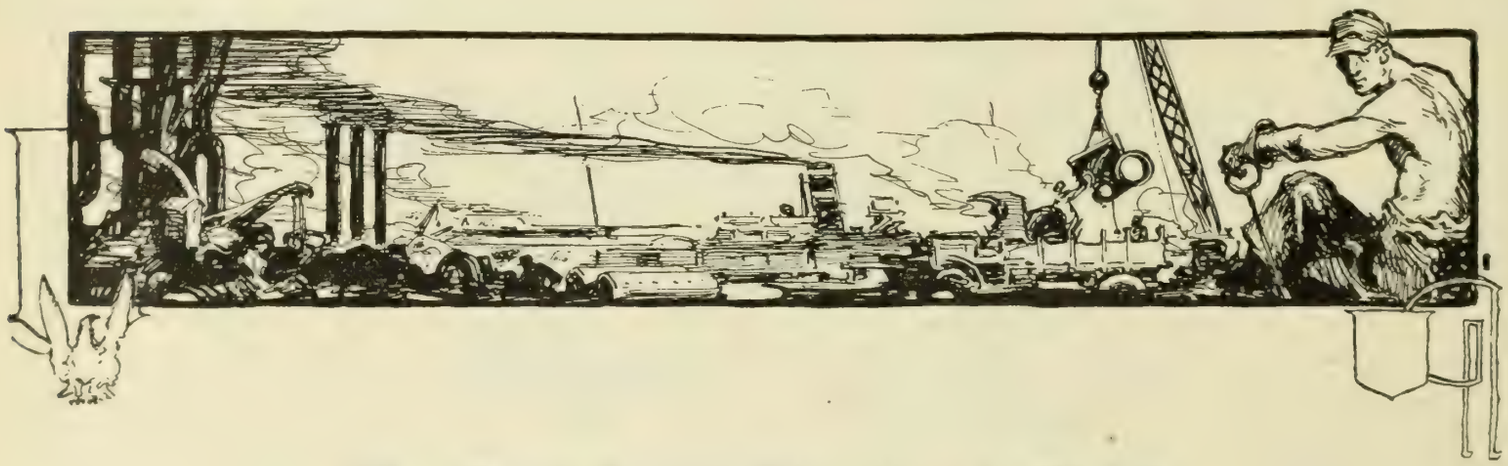
An important tendency—especially to merchants doing business in the smaller centres—is one toward a reduction of traveling staffs. Some manufacturers have lost outside representatives by reason of conscription. Others feel that at present, when through scarcity of goods they have to cut down the size of so many orders, they cannot afford to send men to the smaller places.

One manufacturer analyzed his business for November, and found that in that month he sold in 85 towns over $63,000 of goods. In 86 other towns he sold only a little more than $9,000 worth. He feels, therefore, that some of these places must be cut off the travelers' territory for the time being.

WILL NECESSITATE MORE VISITS TO BUYING CENTRES

This, if it becomes a general action—and the tendency seems that way—will present a new buying problem to the small town merchant. He will have to do more by mail, and perhaps make periodical visits to the buying centres.

During the month trade was somewhat affected and the whole country shocked by the terrible devastation at Halifax. The men's wear trade as a whole will do its part in bearing the financial burden—the infinitely smallest part of the burden—imposed by this disaster.



The Knit Goods Situation in Brief

FALL prices for 1918 on underwear, hosiery and other knit goods lines have in most instances been announced by the manufacturers. All along the line there have been heavy advances as was expected. The rate of increase varies a little as some jobbers are carrying forward stocks, and some of the mills have heavy accumulations of yarn. In underwear the increases vary from 25% to 65%, those lines with the finer yarns showing the greater increase. It is pointed out that wool has advanced 60% and cotton 100% since last year's figures were announced and in the face of this fact the prices asked seem reasonable.

In heavier lines of underwear, the coarse ribbed lines so popular with the Canadian trade, there appears to be sufficient in sight to meet normal demands. Mills are only accepting limited orders, however, and it is expected that these having been filled further advances will be in order. In the finer lines, the shortage of yarns is becoming very serious and considerable shortage is liable to develop.

A serious shortage is at present evidenced in all heavier lines of half hose, caused immediately by the heavy buying of the French Government. This condition is likely to extend into the coming Fall season as all mills are working on United States Government orders and in addition have been notified by the Canadian Government that a certain amount of their output will be required for our own forces.

In cashmere lines imported goods are rapidly disappearing and Canadian makers are experiencing increasing difficulty in securing yarns. Retailers should during the Summer season push lisle and silk lines and reserve cashmere stocks wherever possible.

In sweaters the possibility of shortage does not appear so serious though advances of about 30% on an average are also the rule. Knitting mills report that higher prices will eventuate when present yarn stocks are exhausted. There are few style changes noticeable except that the khaki military pullover is expected to have a certain demand.

In all lines there are higher prices ahead and in some an almost certain shortage. Retailers desiring to protect themselves for next year would be well advised to get into the market early.

FALL UNDERWEAR PRICES UP ABOUT 50 PER CENT.

Expected Increases Have Materialized — Still Higher Prices Probable Before Long Shortage on Some Lines Most Probable.

FOR the past two months men's wear dealers have been anxiously awaiting the underwear prices for Fall of 1918. From time to time a little indication of what was in sight was gathered from here and there. It was taken for granted that there would be increases in the price of practically all lines, and that these increases would be considerable. It was also known that huge orders had been placed with Canadian mills by the United States Government, and there was considerable uncertainty here as to whether this fact would seriously hold up supplies to the local trade. During the month, however, practically every manufacturer has called on the jobbing trade with samples and prices have been quoted. The result has been a general clearing of the atmosphere, and some definite information can now be given.

Prices, of Course, Higher

As has been said, it was expected that prices would be higher, considerably higher, and in this respect there has been no surprise.

These advances, considerable as they are, would seem to be more than justified by the conditions that the mills are facing. As one manufacturer puts it, "The advances in raw stocks since we last put out our samples are approximately 60 per cent. on wool and 100 per cent. on cotton. Labor has also advanced 25 per cent., with corresponding increases in all other requirements. This we think amply justifies the increase in prices of hosiery and underwear."

Increases Vary

As to the amount of the increase, that varies according to different lines. For instance, some manufacturers have been working up till the present time on accumulation of yarn bought at much below present figures. Now that they are forced to go into the market and pay the vastly increased figures for their raw product, they will have to increase their prices very sharply. In such instances as these the increases will run from 60 per cent. to 65 per cent., and in one or two instances a little higher. Other manufacturers again have been manufacturing all along a little closer to the market, and have been advancing gradually all the time. In their case the present increase is not so marked, representing only about 25 per cent. to 33 per cent. As a specific instance of some well known lines, cotton fleece-lined underwear that before the war went to the trade for $4.25 will be between $9.50 and $9.75 for the coming Fall. Heavy ribbed lines that last year were sold for $9 will be $12 now. These two examples will give a little idea of the general advance,

which is, however, irregular, and no definite percentage can be given. Then, again, one or two jobbers, it is known, are averaging prices on stock now on hand with that which is being bought and giving their customers the benefit of the saving here. Thus, it will be seen that there is again likely to be differences occur according to the amount of this season's stock that the jobber is carrying over. All lines are, however, advanced at least 25 per cent., and possibly the average would be about 50 per cent. The writer saw quotations from one house that worked out 66 per cent. more than the price asked for the same line a year ago.

Still Higher Prices in Sight

Even at this dealers and manufacturers, with one accord, affirm that these prices will look small before the end of the year. Mills are only accepting orders for so much from the jobbers. The usual procedure is to cut the previous year's order in half and make that a basis. This is not considered to mean that there will be no further orders accepted at a later date. There undoubtedly will be, but these will be on a new schedule based on whatever the raw market may be at that time, and every indication is that this will be on a much higher basis. Then, too, the jobbers who are averaging stocks will have to ask full prices once they are forced to go into the market again. As one buyer puts it, **"Retailers who think these present prices high will be inclined eight months from now to think they were low enough."**

Will the Supply be Sufficient?

The next matter that is worrying the retailer is that of supply. Will there be enough to meet requirements? In so far as the heavier ribbed lines are concerned there seems little cause for worry. There will be some to be bought at any time, but the price will likely be soon advanced. These goods are made from the coarser Canadian yarns, and there appears little reason to expect that this product will not be procurable in sufficient quantities to supply the home mills. As regards the lines made from the finer grades of imported yarns, a different condition exists. With practically an embargo from Great Britain and with license restrictions from the United States the difficulty of getting the required supplies is increasing all the time. Some few Canadian mills engaged on this class of work are now running short time owing to a yarn scarcity, and taking into consideration the world wool situation one cannot but doubt that bad as things are the worst is yet to come.

In so far as cotton lines are concerned there does not appear to be any likelihood of a serious shortage except for the attitude of the manufacturers towards United States orders. One jobber explained this situation as follows: **"The mills are, I believe, sincere in their desire to supply the home trade first, and are giving the preference this way in practically every instance. If, therefore, the retailer places his business early through his regular source of supply, so as to give both jobber and manufacturer some idea as to the country's requirements, it will much facilitate matters.** If, however, this is not done, the mills cannot be blamed for going ahead and accepting orders that will keep their plants in operation. I know that at the present time there is an order being offered Canadian mills of 50,000 dozen underwear that will only be accepted after some idea of our own country's requirements is secured. I will naturally be told that I am handing out the usual guff and am talking for the benefit of the house I represent, but I reiterate that the retailer who does not place his order early is going to get left, and left badly. By this I do not mean that there will not be some underwear to be procured, but it will be a limited range and at considerably higher prices."

What Buying Attitude to Adopt

The MEN'S WEAR REVIEW has all along urged upon the dealer that speculating on merchandise at present abnormal prices was the height of folly and still holds to this attitude. On the other hand, buying the season's requirements in time to ensure delivery, so that stock may be on the dealers' shelves when the demand commences, is not speculating, but rather the reverse.

Elsewhere in this issue the possibilities and probabilities that enter into the whole market situation are thoroughly dealt with, and it will be sufficient to

Sewell's New Store Front

SEWELL & COMPANY *have now occupied a fine new store on Eighth Avenue West, between Centre Street and First Street West. They have carefully planned their windows and have succeeded in securing a unique and exclusive effect, as is clearly illustrated in the accompany photo. Since removing from* 126A *Eighth Avenue West, the firm has enjoyed a most decidedly increased turnover. This, in fact, has shown as much as a* 40% *increase.*

The accompanying trim shows the method used to indicate what is to be had inside the store. There is no overcrowding, but the impression of quality and full value is given.

state here that looking at the question from all angles and making allowance for any conceivable occurrences, the chances would appear to be nearly 100 to 1 that there are still much higher prices in sight on all textile products. In addition to this, shortage in some lines is nearly as certain. The wise dealer, therefore, will buy, not wildly, not with any idea of stocking up for the distant future, but to the extent that from a conservative estimate will cover next season's demands.

Situation in States

The underwear situation in so far as our neighbors to the south of us are concerned may be well understood from the following clipping from the "Textile World Journal." On reading it over and noting the terms and stipulations, Canadian retailers may well feel that so far they have not much to complain of:

"As a barometer of the situation on underwear for the Fall, 1918, season, a letter sent to the trade by the High Rock Knitting Co., Philmont, N.Y., dated Dec. 1, is interesting. The letter in full is as follows:

"We have fixed the following prices and terms on our men's fleece-lined underwear for season of 1918:

	Sh. & Dr.	Union Suits
"Storm King"	$8 00	$14 75
"Red Label"	8 50	15 25
"Red Label Random"	9 25	16 00

Our "Defender" quality has been discontinued.

"Terms net 60 days, no dating f.o.b. Philmont. Deliveries on shirts and drawers equal monthly shipments January to June inclusive; on union suits equal monthly shipments July to October inclusive.

"The Government has taken two-thirds of our entire production to be made in wool underwear for the Army, which requires our carding and spinning running night and day. This leaves us free to offer our civilian customers only one-third, which will equal about the quantity we sold on advance orders last season. We are, therefore, offering this quantity to our customers of 1917 only.

"The change in terms and period of delivery from previous seasons is due to our financial resources and storage capacity being used to the limit in purchase of our wool and cotton at the highest prices on record. In order to aid you in these early deliveries on shirts and drawers we are willing to use your bank acceptances at 6 per cent. per annum on invoices for January, February, March and April only, said acceptances to mature July 10.

"We advised caution a year ago in purchases because we had no precedent to guide us, and we hoped for an earlier termination of the war than can now be expected. For 1918 high figures have become established and still higher are in prospect, so we anticipate more liberal purchases than were advised a year ago. We are very sorry we cannot meet this situation by larger offerings, for we shall want your business after the war, but the war must first be won, and we must do our bit toward it. We hope our situation is understood."

SHORTAGE OF HEAVY SOCKS

French Government Purchases Swept Market — English Cashmere Lines Disappearing—Sell Silk and Lisle Hose Where Possible.

MANY of the hosiery houses announced their Fall prices for 1918 at the same time as those of the underwear mills. In many instances, of course, these lines are both manufactured in the one mill. Some of the smaller hosiery mills have not as yet shown any samples, and in one or two cases seem absolutely at sea as to the prices that should be asked and the quantity that can be delivered. Instances are known of jobbers having been written asking that the manufacturer may be allowed to accept quantity orders without any stipulation as to price, same to be governed by conditions that will exist by the time this mill works around to this particular order.

Average Increase About 35 Per Cent.

For the lines where samples have been shown about the same rate of increase is noted as there is in underwear, or, to put it in figures, from 25 per cent. to 50 per cent., according to the peculiar conditions under which each mill is working.

Bundle Socks Scarce

In the heavier lines of socks, technically known as bundle goods, there exists at the present time a great shortage. This is principally caused by the purchases made a couple of months ago by the Hudson's Bay Co., acting for the French Government. At that time wholesalers were heavily loaded, and there appeared to be but little demand from the retailers. In consequence it was felt wise to let these stocks go, particularly as the French Government was in great need of the supplies. Since then considerable demand has developed from the retailers and in consequence the market is swept nearly bare.

Scarcity May Continue

The worst feature is that there is a likelihood that this scarcity will continue, as the mills that make this class of goods are nearly all heavily loaded with United States Government orders. This shortage extends to the country to the south of us, where there is an absolute famine in this line of merchandise and where buyers are scrambling over each other for supplies. Government takings and the yarn scarcity are given as the principal reasons covering the shortage.

Cashmere Lines Also Scarce

In so far as cashmere lines are concerned the situation would seem to be nearly as bad. English all-wool lines, similar to those that the Canadian public have for long been familiar with, will in the next few months be practically an unknown quantity. Canadian mills making similar lines are being held up for yarns, and this is a situation that would appear to be more pronounced as the days go along. The only alleviating situation is the vastly increased demand for lisle, silk and cotton half hose during the Summer months. All retailers report that last Summer was a record one in these lines; some will even state that for months they were hardly asked for a cashmere sock. Unfortunately our Canadian winters will not allow this to become true for half of the year, but the retailer's duty would seem to be to urge the purchase of the lighter weight socks almost exclusively for the months when they can be worn.

Retailers Fairly Well Stocked

The half hose situation promises to be serious. There is, however, one factor. Retailers seem to be better stocked in these than in underwear or sweaters. There is no doubt that some have sufficient cashmere lines to run them another year. Those that have should endeavor to spin their stocks out as far as possible by the sale of lisle lines, as already urged.

Early Buying Essential

To those who are not so well fixed early buying of their next season's requirements would appear to be essential. Apart from the almost certain shortage, delay will mean higher prices. In this, as in underwear, there should, however, be no attempt to "corner the market." It is a patriotic duty for each man to do what he can to ensure a sufficient wool supply for the Allied armies, and buying more than the season's requirements will be a hindrance in this way. On the top of this merchandise at two or three times its normal value is a more or less gambling proposition.

Half Hose With Hemmed Tops

In the United States there have been a few mills putting out lines of men's half hose with hemmed tops instead of the customary ribbed cuff. These, of course, are only of use to the man who is always accustomed to wear garters; and while every man will admit that he should do this, a very large percentage do not. It is noticeable that the trade are not favoring this new departure, and it perhaps will be dropped in the near future.

Restrictions on Wool Exports

The new regulations prohibiting the exportation of articles made of wool or part wool from the United States will not affect the knitting industry in this country to the same extent as it will clothing lines. But little woolen knit goods have been imported at any time from over there. If, however, the regulation covers yarns, a serious situation may develop, as many of the finer yarns are coming from our neighbors at the present time. There seems considerable uncertainty as to how drastic this new rule will be. Garment manufacturers have been notified that no licenses will be given for orders placed after September 25, and if this is insisted upon it will mean a practical cessation of the large trade in American ready-to-wear garments. It is expected, however, that in some way the two Governments will permit sufficient yarn to reach our mills to keep them in operation. There are, however, serious times ahead in the hosiery business, even more serious than we at present may anticipate.

SWEATER MARKET IRREGULAR; FEW NEW STYLES ARE SHOWN

IN the realm of sweaterdom there would appear to exist a rather different situation than in underwear and hosiery, the two other knit goods staples. The truth of the matter is that men's sweaters have been a little slow during the Fall season now passing. In consequence many jobbers have considerable stock carried over and some mills have heavy stocks of yarn. This is having the effect of causing a rather irregular market. The writer has heard of lines that are being shown to the trade at last year's figures. In direct contrast some mills are showing advances of about 50 per cent. Striking an average most lines will be advanced and probably 25 per cent. to 30 per cent. would be the usual figure. All dealers however, insist that present stocks are comparatively limited and a heavy advance will be necessary whenever raw materials have to be purchased.

As to Styles

In men's lines there appear to be no new styles appearing. The pull-over which had a spurt of popularity for the last two seasons is not believed to be much of a consideration for another year. The coat style usually with the large shawl collar will have the demand. There will be some demand for the pull-over military model in khaki yarn, cut with a V-neck, and sleeveless, that makes a comfortable addition to the apparel during the cold days and can be comfortably worn under the coat.

Retailers report that their sales have been largely confined to the better lines and it is noticeable that several mills that have confined themselves to high grade lines exclusively report all the business that they could handle.

In the States there is an absolute dearth of wool sweaters, and many here in Canada believe that the revival of business during the cold months following the New Year, when elections and conscription troubles will be shoved to one side, will create similar conditions here.

Order Early

In any event the retailer has nothing to gain by withholding his orders till a later date. Indeed, he stands every chance of paying considerably higher prices. It is a sure bet that he will not secure lower ones.

As to getting the season's requirements, there is every reason to believe they will be met. The situation in this class of goods does not present nearly such a serious viewpoint as is looming up in the hosiery and underwear fields.

AIMING A LETTER AT FARMERS

A. E. Aitken Appeals to His Country Customers in Terms They Can Understand—Such Messages Bring Results—A Profitable Year

THE accompanying reproduction of a letter sent to customers and prospective customers by the A. E. Aitken Company, Ltd., of Edmonton, Alberta, will be read with interest by many clothing merchants. It has been used very effectively, as was intimated to a staff representative on his recent visit to this store. Said Mr. Aitken: "It served to create a personal interest in our store and methods on the part of the particular class of men we desired to reach."

The letter is direct and business-like and compels interest from the outset. Appealing, as it does, to the farmer friends of the store, it is so worded as to interest them immediately. Once interest is aroused there is little doubt of the remaining argument, the vital part of the letter to the merchant, failing of its mission.

The letter is in an agreeable conversational style and highly effective. The farmer to-day is in a good position to appreciate a well-written letter, and is flattered by being written so directly.

The effectiveness of this form of advertising is well recognized, but it must be distinctly understood that it can be successful only when the firm so circularizing stands fully behind and makes good to the extent of one hundred per cent. all claims set forth.

Perhaps this and other advertising has much to do with the fact that the A. E. Aitken Co. have recently enjoyed the most profitable business in their history.

H. K. Atkinson, clothing, Ottawa, Ont., has suffered fire loss.

THE SERVICE STATION FOR MEN
FIRST ST AT RICE
YOU CAN GET IT AT
A.E. AITKEN LTD.
MEN'S WEAR
EDMONTON, ALBERTA

Edmonton, Alta. September 17.

Dear Mr. Sinclair:

If you coule buy No. 1 northern hard wheat at 1.50 per bushel, or No. 1 fine combing clean wool at 40¢ per pound; would you take a carload?

If you could buy your new fall suit of clothes at practically the same price as you paid four years ago; wouldn't you go to the store that could supply that article?

We were very fortunate in being able to procure a large quantity of old country pure wool "wear like iron" tweed and worsted cloths that were woven before the war. These cloths have just been made up into suits for stout men, normal men, short men, and tall men in sizes from 35 to 48, at practically before war prices.

The next time you come to town, leave your car on Rice St. at the side of our store, and let us entertain you for a few minutes - - try on a few of these suits - I compare them with the best suit you ever had --- you be the judge --- we'll abide by the decision.

If we can sell you the first suit, it's a cinch you'll buy your next from us -- These are the kind of clothes you want aren't they?

Yours for service,

A. E. Aitken Ltd.,

per A E Aitken (Signed)

The deer heads in the interior of Gebbie's store add materially to its attractiveness—especially in Saskatchewan, where so many men are hunters. The interior display here, as will be noted, is very good

FARM TRADE IS STEADY TRADE

Please the Man From the Country and He Will Come to Your Store Season After Season—So A. H. Gebbie, of Saskatoon, Has Found—Farmers Purchase on Few Occasions, But in Large Quantities.

ONE of the most enterprising of Saskatoon's merchants is A. H. Gebbie. He is a man who believes in giving the public the best in the way of goods and therefore stocks only the standard grades. As a result his customers stick to him.

Mr. Gebbie believes in advertising. Some years ago he took up the title of "Gebbie—The Men's Man" and he has stuck to this all along, until he is known not only in the city but in the outlying districts by this name. He says it pays to invent some kind of title so that when anyone thinks of their needs in men's furnishing, they will immediately think of the "men's man" and go to him.

However, that may be, Mr. Gebbie has made a success of his business, so much so that he has had to remove to larger and more commodious premises, illustrations of which are given on these pages.

Conditions Good

The new store is situated on Second Avenue South, at an advantageous spot. It is equipped with the most modern store furniture and an appearance of elegance is noticeable upon entering the doorway.

When approached to speak of conditions as he found them, Mr. Gebbie was ready to talk.

"I have found conditions better this year than last," he said. "This is probably due to my new location. Of course the milder weather now prevailing here has taken off a lot of business which might otherwise have come in. Men are not buying furs or heavy clothing as much as they should. They are waiting for the severe cold weather to set in. As soon as this arrives, and it may come any day, there will be a boost in this class of goods."

Saskatoon is situated in the middle of Northern Saskatchewan, reputed to be one of the richest farming countries in Western Canada. It is natural that a man with Mr. Gebbie's business acumen should try to secure the patronage of the farmer. He has gone about it very wisely, mostly by advertising in the local and country press, and to-day has a considerable clientele of farmers.

Farmers Buy Expensive Lines

"The farmer, owing to his increasing prosperity, is now buying well," declares Mr. Gebbie. "Whereas years ago a farmer would want to get the cheapest article for his need, to-day he is buying the very best. I may say that some of the most expensive goods in my store are being purchased by the farmer. At this time of the year, I get a number of farmers coming in with their wives, and often with their children. They will purchase a whole winter stock for the household. Here again the prevailing milder weather has kept these folk from coming in. I am, however, expecting them and my stock is ready for their purchase. I find if I can please the farmer, he becomes a very staunch customer and will patronise me year by

year. The city customer is likely to be drawn away to a competitor more easily. Needless to say the farmer pays cash for his goods; he is able to. Men in the city will rarely buy a whole stock of men's wear. They purchase piece by piece when they are in need of goods. That is the advantage of the trade with the farmer. He only makes two or three purchases a year, but they are valuable ones.

"I also manufacture furs and have made up quite a number of beaver coats this season, and also seal jackets and small furs, which have been mostly sold to people living outside the city. I also make up and manufacture ladies' furs. They have sold well this year, as a lady does not wait for the colder weather before purchasing, as a man will.

"In regard to my trade with the farmers, I may say also that many of them are busy plowing. When this is over they will come into the city to make their Winter purchases."

Prospects for 1918 Bright

Mr. Gebbie first established himself in Saskatoon in 1910 at 242 Second Avenue South, in a boot and shoe store. He sold this store to Jack Lowes in 1910, and then re-purchased it in 1915, and went into the men's wear business, with everything but boots and shoes. He soon built up a good patronage by deciding to accept only standard articles and by his wise and judicious publicity.

Mr. Gebbie is a man who is liked, for he is of the human sort that can take an interest in the life of the city besides devoting himself to his business.

"The prospects for the men's wear retail trade in Saskatoon" says Mr. Gebbie, "is very good at present. Men are getting well paid here and are ready to buy the best of goods. I think I am sizing up the situation for the other stores in the city. At the same time I ought to say that the number of men's wear stores in Saskatoon is sufficient to cope with the present demand."

FORMAL OPENING
Gebbie
THE MENS MAN
FORMAL OPENING
OF OUR
HANDSOME NEW STORE
123 Second Avenue South
Takes Place Today, Saturday, September 15
And a cordial invitation is extended to all our friends, customers and the buying public generally to be present on this occasion. We want you to see—if only to see—the finest stock of
High-Class Clothing and Furnishings
for men and boys ever brought into this city. These goods were all ordered before the big recent advances, which means that we are in a position to sell clothing and furnishings at prices considerably less than you expected to pay this fall.
We are sole selling agents in this city for the famous Semi-Ready Clothing, a privilege we are proud of, as there is no finer made clothing on the Canadian market today.
Don't forget that we manufacture, remodel and repair furs of all kinds. First class workmanship guaranteed.

The strong opening announcement of this store has been followed up by some very effective advertising—appealing to the city and country trade alike.

Notes

Excelsior Hat Company, Toronto, Ont., has dissolved.

Joseph Plante & Co., men's furnishings, Montreal, Que., has sold assets.

J. B. Pharand, jr., men's furnishings, Hull, Que., suffered fire loss.

Diamond Clothing House, men's furnishings, Montreal, Que., suffered fire loss.

Globe Shirt & Pants Mfg. Co., Montreal, Que., suffered fire loss.

There's a fine, winterlike atmosphere to this trim of Gebbie, the Men's Man. But furs sell finely at this season in Saskatoon—to farmers and to the city folk.

WHAT IS THE CORRECT BUYING POLICY FOR 1918?

Have Top Prices Been Reached on Most Lines?—Shortage of Some Men's Wear Merchandise a Certainty—Splendid Chance to Clean Stocks—Time For Speculation in Merchandise is Past.

ANOTHER Christmas has come and gone. To most it has been a prosperous one, with all the business available that could be well looked after. The thoughts of the men's wear dealer naturally turn to the year ahead and the problems that will have to be met during 1918. Business problems there have always been, but war and its accompanying conditions have made these more numerous and still harder to solve.

One of the most important questions to be decided for the coming year is the buying policy to be adopted, and much and careful thought should be given to this matter after taking into consideration all conditions and possibilities that the present situation can afford. MEN'S WEAR REVIEW has discussed this question with a number of the leading retailers and jobbers, and the advice here given is the boiled down matter from these conversations.

Shortage of Some Lines Certain

The first fact that stares all buyers in the face is the indisputable one that there will exist serious shortage in many of the lines of merchandise handled over the counters of the men's wear dealers of Canada. The equipping of the army of our latest ally, the United States, will be one of the large factors leading to this end.

How About Prices?

Then how about prices? Will there be still further advances, or have top figures been reached? Should a dealer buy ahead against possible advances? To answer the first of these questions it may be safely assumed that there will be still further advances. High as the prices that are being asked for what Fall lines are already announced, they are claimed by the milling interests to be below present raw material figures and only possible because stocks have been laid in ahead. Raw cotton continues to show considerable strength, and some dealers will go as far as to predict a 40c basis. Canadian wool dealers have been indirectly notified that the next allotment of Australian wool for this country will be at figures that will average at least 25 per cent. higher than is being paid for the shipments now arriving. Labor continues to demand and get higher prices all the time. Every by-product of all manufactured lines is advancing, or at least is firmly held. All these are factors that are bound to tend towards higher prices, provided either of three possibilities do not eventuate. The first of these is the possibility of the war coming to an end suddenly. It would seem safe to put this as a very improbable possibility. The second is the possibility of further Government control, either here, in Great Britain or in the United States, and this is a possibility that cannot be so easily dismissed in the face of what recently happened to steel prices.

U. S. Government May Control Wool

It has been rumored that the United States Government has some form of wool control in view, and already the Boston wool dealers have made some tentative suggestions, offering to place their entire stocks under Government control at present figures. While it is hardly considered probable that control of this kind would lower present prices, it would certainly tend to stabilize same and probably prevent further advances.

Will High Prices Restrict Buying?

The third possibility is the setting in of a period of continued business depression that would so far curtail sales as to leave large stocks in the hands of jobbers and manufacturers. As has been already stated, civilian production is bound to be much curtailed, and it would be almost a cessation of business that would really entail any such condition.

This is a possibility that in so far as Canada is concerned may be safely dismissed. As long as labor can command the present figures, as long as our crops and other farm products continue to have regular market at fabulous prices, as long as the munition orders continue to flow into the country, as we have every assurance that they will for at least another year, so long business will remain good and merchandise will be bought regardless of high prices.

But will not the prices that will have to be asked for merchandise that is now being put on the market for Fall, 1918, restrict buying to a large extent? This is also not an easy question to answer, but the opinion of the majority is that it will to the extent of the **quantity** turn over. That is, there will not be as many garments sold, or as many suits of underwear, or as many pairs of socks, but that the cash volume will be maintained. It would seem to be ridiculous to say that there is a price limit beyond which people will not go, but will prefer to do without the article in question in the face of what has already been. The "limit" price has been reached and passed half a dozen times in the past three years, and still the consumer buys merchandise, and moreover, buys the good article and not the cheaper substitute that is being put upon the market to take the place of the better goods at the old price. On the other hand, the average purchaser will not buy so often. He will try to make the old garment last a little longer, the darning needles and the cleaners will be a little more used, and in consequence the **number** of sales will likely be decreased; but this will be more than taken care of by the increased value of each individual sale.

That the slight depression noticed in the men's wear trade during the closing two months of the year was not due to the public refusing to pay the higher prices asked, but was rather the effect of a series of upsetting influences, of which the more important were the Victory Loan campaign, the conscription uncertainty, and the election stir up, is the opinion of all, and it is expected that business will get into its stride again as the new year opens up.

After having looked at the three possibilities already mentioned from every viewpoint, the conclusion that one must come to is that the chances are strongly in favor of still higher prices on a great many textile products.

Shortage Still More Certain

The even more certain feature to be considered, however, is the one mentioned at the beginning of this article: that of a serious shortage in many lines of men's wear merchandise. In clothing, for instance, it is becoming more and more difficult to get delivery of cloth from British mills. To aggravate this condition it has been semi-officially announced that the United States army will be clothed from British sources once they have crossed the Atlantic. This will, of course, mean at once a still further curtailment in the supplies of cloth that will be released for civilian purposes.

Knitting Mills Could Sell Output

In so far as knit goods are concerned, underwear, hose, sweaters, and so forth, the mills engaged in this business make no secret that they could sell their entire output to the United States Government, and no doubt some of them have done so to the extent of seriously cutting down their possible output to the civilian trade. Others claim that they wish to protect the home trade first, and are waiting to see how the trade will go after placing business before accepting further orders.

Whether Government controlled or not, whether higher prices prevail or not, shipments of wool are likely to be still further delayed owing to the increasing shrinkage in our mercantile marine, and the still more urgent calls that the Government will continue to make upon it. The troops of Uncle Sam's army will have to be taken across the ocean, and also there is the greatest possibility that the wheat needs of the European allies cannot be satisfied from the North American continent this year, and Australian wheat will have to be brought over to a larger extent than has prevailed. This will all tend to cut down tonnage available for wool transport

Already some Canadian knitting mills are complaining of having their output cut down owing to a shortage of yarn supplies, and this is a condition that is likely to grow worse before it is better.

Cotton Supplies Likely to be Sufficient

In so far as cotton and cotton yarns are concerned, while prices may, and indeed seem very likely to advance, there is no reason to anticipate a shortage, although the demand of the United States Government will be very heavy. This will affect in particular such lines as overall ducks and heavy shirtings, and there is expected to exist a shortage in these materials, accompanied by still higher prices. It does not seem probable that there will be any serious shortage in so far as the finer shirtings and similar goods are concerned, although the state of the raw cotton market undoubtedly means continued high prices in these lines as well.

The Wise Buying Policy

With, therefore, higher prices probable, shortage on many lines almost certain, would it not be the wise thing to buy ahead and protect oneself for the future? The answer to this is both "Yes" and "No."

In so far as certain requirements for the season ahead are concerned it would seem to be the wise course—in fact, the only safe course—to buy early and insure having the merchandise to sell when the customer asks for it. Business cannot be done with empty shelves, and business must be done to pay expenses. A customer wishing to buy a suit of combination underwear is not going to be satisfied with a suit of overalls, nor the one desiring to purchase a Winter cap is not going to accept in lieu thereof a Panama hat. As is well known, it is necessary to have seasonable lines in stock at the beginning of the season's demands if they are going to be made to carry the proper proportion of profits.

It will be remembered that MEN'S WEAR REVIEW counselled buying Spring underwear when prices were first announced last July, and those merchants who are now out trying to fill their requirements, and finding that many lines are withdrawn, and that others are being held at higher prices, will now admit the soundness of this advice. In the same way, we believe that requirements should be covered in January for next Fall, in the face of a probable shortage and a possible advance in prices.

Speculation Time is Past

On the other hand, buying with any idea of holding, buying more than is absolutely necessary to protect your business, is no longer the policy that it is safe to adopt. **In other words, the day for speculation in merchandise has passed. At present prices it is good stuff to buy if you can unload at once, but very dangerous to play with.** The wise stock market manipulator will never wait for the very top figure before beginning to unload, and the same would appear to be good sense here. Even though every indication would seem to point to still higher prices, these are already so far above normal that they are out of the range of safe speculation. Everybody believes that sooner or later there will be a drop from these figures, and the uncertainty as to when that time will be is the fly in the ointment.

Policy of Departmental Stores

In justification of this policy it is only necessary to mention the fact that two of Toronto's large departmental stores, which up till six months ago were setting practically no limit to their buying, have recently put the lid on tight, and any buyer who can get an order past the merchandise manager to-day has to first show that he absolutely needs the goods.

Splendid Chance to Clean Stocks

Then, too, when studying the season's certain requirements there are a number of points to be considered. Mention has already been made of the possible fall off in turnover in so far as number of sales are concerned—that is to say, that one dozen underwear at $2 will show on the sales sheet as much business done as two dozen at the pre-war price of $1. Thus, though cash volume of business will likely be kept up, the actual number of garments will almost certainly be somewhat diminished. Then, too, the amount of investment will have to be considered. Any merchant buying as many lines for Fall of 1918 as he was accustomed to buy three years ago will find himself loaded up with a stock that will run into a great deal more money than he had figured on and which may embarrass him to pay for.

The chance to clean stocks should also not be overlooked. Never was there such an opportunity for dealers to clean up the odds and ends of their stock at a profit. This should be the thought when Fall buying is being planned: "How many of my customers' wants can be supplied from the stock I now have on hand when I take into consideration that even the odds and ends and soiled goods are so much better value, intrinsically, than any new goods that I can possibly buy at the present time?" With this view the stock should be thoroughly studied at inventory time. After making these due allowances, buy as soon as possible what you are sure you are not going to be able to get along without.

How Would the Cessation of Hostilities Affect Prices?

This is another question that we often hear discussed, and we may as well admit that the wisest do not know. That eventually prices will recede from their present high levels is a fact that no one will dispute, but that pre-war prices will be reached on most commodities is very doubtful, and the decline in any case will be spread over a long period of years. Talking to a wholesale dry goods man who has naturally given the matter considerable thought, he drew a diagram on a piece of paper representing what he thought would be the trend of average prices at the cessation of hostilities. This diagram we reproduce here. It will be noticed that he expects a sentimental break immediately after peace is announced that will be caused by the parties with cold feet who find themselves heavily loaded seeking to get from under. In his belief, though, the actual shortage on all raw materials entering into textile production is so real, and will continue to be so real for a great many seasons after the conclusion of hostilities, that this first sharp break will be followed by a reaction that will carry prices back nearly to high figures. From then on there will be a gradual decline as the world's production overtakes the demand until a normal basis has been reached.

This would seem to be very good reasoning, and is the belief of the majority. So many things, however, are possible, so much depends on the power of the country to absorb the soldiers and laborers that will be released from the manufacture of war products, that the wisest admits that he is at sea. The policy to follow would seem to be the one we have outlined here, and then when victorious peace does come to the allied arms, as it must sooner or later, we will be able to courageously face the fresh problems that may arise. "Sufficient unto the day is the evil thereof."

CLOTH CONSERVATION IN NEW YORK

Away With the Trouser Cuff, the Pocket Flap and the Patch Pocket—Plenty of Snap to Styles, However.

NOW that the Christmas season is over, and the burst of yearly extravagance is once more a thing of the past; when we are no longer driven by the wild impulse to get back at the fellow whom we had forgotten all about but who had remembered us long enough to pick out something for us that we wouldn't wear on a bet; why now I say we can get back to some sort of rational thinking on the matter of clothes and begin to ponder again, in sober style, on just what will be the thing for the next few months.

"SAMMIES" COME FIRST

To begin with the American clothing trade, or a very considerable portion of it, has harkened to the suggestion of the government that the Sammies need trousers more than the Oscars need cuffs on their sleeves. As a result they have gathered together, and have solemnly sworn to dispense with all adornments on clothing that does not add to the comfort of the wearer and which does add to the consumption of cloth.

Of course just what constitutes comfort for the wearer is a point that might be debated with a good deal of warmth. There are some retiring chaps for instance who would not feel comfortable in one of those obtrusively checked overcoats. They would go nervously sneaking down the street with just that shivery feeling of apprehension at the back of the neck that one has in passing a crowd of youngsters on the day of the first packing snow. Yes, there is some difference of opinion as to what constitutes comfort in clothes, but in the main the meaning is pretty clear, and it spells a more chaste outline to our clothes in the future.

CUFFLESS TROUSER OR BREAKFAST IN BED

Cuffs fell as a sort of gift from heaven a few short years ago, and we have been doing tricks with them ever since. Now it appears that the cuffs on the bottom of the trouser and the cuff on the sleeve are to be a thing of the past. That has been hinted for some time past, but these clothing people have actually got the bit in their teeth at present, and it certainly looks as though you would have either to wear a cuffless trouser, or have your breakfast in bed for all time to come.

More than that it means that the belt is to be a thing of the past, and with it in the limbo of forgotten things will be found the patch pocket and the flowing coat skirt. These all were more or less a development of the military style. Now it would seem that the authorities are going more or less to put a sort of patent on that kind of thing. If your life would be entirely incomplete without a belt, it is always possible to get in with the boys who are still to be permitted to have belts on their coats.

Not that the outlook is as gloomy as might be supposed. After all the dapper of other ages managed to get along happily enough without any of these adjuncts, and after all you can do a lot of things with a little different cut to the cloth. If you do not think so consider the collar maker who has been making a series of yearly novelties on the old regulation collar style, by the mere manner of the way he nicked the corner off.

CHANGE IN POCKETS

Now ponder the matter of trousers. Bereft of their cuffs you may think that they will look a solemn thing. But it has spurred the manufacturers to a prodigy of thinking, and all this brain sweating has resulted in the idea that it will be possible to have military pockets without in any way encroaching on the extra supply of cloth. It is merely moving the pockets over to a position in front. Of course ten odd years ago that was where everyone was wont to wear them. Even the ladies had a deftly hidden pocket somewhere in front, but of late years we have grown accustomed to using the side entrance in looking for our available nickle, and it's going to take some education to get us used to this change.

With the coat sleeve something a little more novel has been arranged. Round about the place where the two buttons usually appear the cutter has chipped off a little bit giving a cutaway slanting end to the sleeve, and in place of the old familiar buttons there is a single link. That ought to catch the eye of the chappies who are always hankering for something new. Then take a glimpse at the three-button sack suit. In place of the usual flare to the skirt there is a clinging to the hips, here again you get the touch of novelty in the pockets that are cut on the slant, but without a flap, of course, so their direction is not as obtrusive as it formerly might have been. The pocket, indeed, has been a sort of harbor of refuge to the disturbed style maker. He spent his whole time more or less juggling pockets. There is a waistcoat, for instance, that, I am told, is going to be the ultimate word on waistcoats. It is a rather delirious design in a flannel plaid, designed to add a touch of buoyancy to an otherwise sedate costume. But the point about it, as we have suggested, is the matter of pockets. The lower ones are very low down on the outside and travel upwards, while the upper pockets reverse the program and travel down, making a converging line. Being pockets they don't, of course, actually converge.

(Continued on page 48.)

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN

VOL. 8. JANUARY, 1918 No. 1

EDITORIAL BRIEFS

TO ONE and all a prosperous and a truly happy New Year.

* * *

WELL the election is over. Let us all get together for the good of Canada, the Empire, and the cause.

* * *

TEMPER buying with caution.

* * *

THESE days of difficult merchandising keep smiling.

* * *

THE smile of quiet confidence that all is right will go a long way toward enabling a merchant to keep confident his customers.

* * *

ARE you short staffed? The need then to so arrange the store and the stock as to enable less men to serve the customers as well. Our man power has now—and for years to come—to be placed where it will accomplish the most. If some appliance will enable fewer clerks to do the necessary work then that appliance is an aid not only to the business but to the nation.

* * *

JOSEPH, as we remember it, was the original food controller. Joseph also was stripped of his coat of many colors. Perhaps this was a forecast of the need for food conservation and simpler designs in clothing going hand in hand.

AFTER THE INVENTORY, WHAT?

NOW for the inventory.

"What you want," said Frank Stockdale to the merchants attending his lectures, "is figure facts about your business."

Figure facts—that's what you'll get from the inventory. Get the facts that are of value to you—no more and no less. Facts which lead to action are the thing. Will the stocktaking show you have a larger stock of some unimportant line than of an important one? Then the thing is to question why. Who did the buying? Was the buying all right but the selling in one case below the requisite?

That indeed is the question.

After the inventory find the answer to the problems the figure facts present. The answer is not in the back of the book, but it can be found. Better still it can be acted upon.

MAKING THE GOODS GO ROUND

TO a certain extent at least it will be advisable, this year, to get your customers to buy what you want them to buy. Cashmere socks, for instance, will be scarce, and already the advice is given to sell lisle and silk socks as much as possible in the Summer months, thus husbanding the cashmere. Canadians lean strongly toward cashmeres but good salesmanship will do much toward popularizing the other lines. Woolens are getting scarcer. It is for us all to do what we can to make the limited supply suffice.

WATCH COLLECTIONS NOW

SPEAKING recently before the Canadian Credit Men's Association, Wm. Moffatt, Assistant General Manager of the Imperial Bank, said a number of things of great importance to retail merchants. Perhaps the whole speech might be summed up in Mr. Moffatt's own phrase: "Get your business snug."

Bearing on one means of achieving this end, he said:—

"It is very much in the interest of the storekeeper and of the community at large that advantage be taken of the present situation to collect outstanding accounts, especially those that have in the past been inclined to be slow. Farmers have heretofore been, as you know, considered dilatory in their payments even when in a position to pay, but if their accounts and the accounts of wage-earners are allowed to run until conditions change on account of unsatisfactory crops, lower wages or prices, or for any other reason, merchants will have to face hard times with large amounts outstanding, having lost the opportunity of putting their business upon a safe and sound footing during the period of agricultural and business prosperity.

With wheat above the two dollar mark, hogs at unprecedented figures, and all crops bringing huge prices it should surely be possible to get the farmers to clean up their store debts. Because many farmers get in money only at one season it is found necessary, in many sections, to do with them a credit business. But, as Mr. Moffatt advises, they should be pressed to clean up their indebtedness now when they have the money.

As for the townspeople—with present high wages there should be no need of giving credit to these. But if such credits have been given collections should now be made. The store's customers have the money to settle and the merchant needs the money in his business these days of soaring prices.

JUSTIFIABLE PROFITEERING

IN a recent issue of *The Financial Post* appears one of a series of remarkably fine articles written by J. W. T. This bears upon banking in its relation to merchandising and quotes one bank manager as saying:

"My advice has been that the manufacturer should take the full advantage of the market, that if he has raw materials secured at lower levels that he should not consider himself under any obligation to sell his product below the price set in open competition."

"But is this not profiteering?" I interjected.

"Maybe it is," he came back, "but who is not a profiteer in these times if he has the opportunity? The laborer gets all he can for his labor, the farmer gets all he can for his produce, and the investor gets all he can in return for his money—even though it may be less than before the war. And of these I think the farmer is the man who has benefited to the greatest extent; yet no one calls him a profiteer.

"But in the case of the manufacturer there is the sound argument that he should take advantage of the rise of the market in order that he may be in a position to take advantage also of the decline when it comes. There will be many cases where the profits which a manufacturer has made out of raw materials on the rise will be no more than he will lose when in the course of readjustment the values of his stocks on hand decline in relation to the market for his products."

What is said here as advice to the manufacturer would, of course, apply fully as well to the retailer. Certainly there is a time coming when goods will decline in value. It behooves us all to remember this and to set by a reserve—accumulated by taking at least a part of the extra profit which advantageous buying makes possible—which will enable the writing down of stock when the time for this step comes, without disaster to the business.

ONE DELIVERY DAILY

IN the United States a movement is on foot to reduce deliveries to one a day—also to so co-operate as to make delivery expenses comparatively low. The men's wear trade does not find this question of delivery quite so vexed as do merchants in other lines, yet many are unquestionably paying more to give this delivery service than they like—more also than is fair to those who carry home their purchases.

How much does delivery run up the cost of doing business? Not much with some, yet if the cost could be reduced over the whole Dominion a great National saving would result. Necessary men—or boys—would also be released for other more necessary work.

There is likelihood that an agitation for one delivery a day will be commenced in Canada. The men's wear merchants will unquestionably do all they can to forward this movement.

USE THE MEGAPHONE

UNDER this striking caption the Owen Sound *Advertiser* points the argument that the best way to meet the Mail Order House Competition is to use the same methods that these stores are using, viz., advertising. Here are a few of the arguments used:—

"Did you ever hear a man talking through a megaphone? A person talking to a crowd can make himself heard within a small radius. If he uses a megaphone he can make himself heard over a large radius. But only those in front of the megaphone can hear; and to reach all the crowd he must turn the megaphone in different directions. A newspaper is like a megaphone; it carries the message entrusted to its columns, but only in certain directions; and to reach all the crowd the man who has a message must move his megaphone—must use all the papers in the territory he wants to reach.

"And the merchants of Owen Sound have a message worth sending out. In many lines they can undersell the departmentals; but the trouble is that they, or a great many of them, are not using the megaphone or not using it properly.

"The hollerer—he who puts a sign over his place of business—gets some business; the user of a fixed megaphone—the single paper advertiser—gets a bigger share; but the biggest share can come only to him who swings the megaphone in different directions—who uses all the newspapers in his territory and thus makes sure of covering it all."

This newspaper is only tooting its own horn say some merchants, certainly, it is doing the very thing it is urging, but, moreover, it is absolutely right. Follow the mail order campaign and see just how much of its success is built up on advertising.

BITTERNESS IN BUSINESS

DURING the recent election some communities came in for the scathing criticism of many well-meaning people—and of some people perhaps not so well intentioned. Out of the bitterness engendered has come some talk of boycotts. It is an unfortunate fact that wherever such measures are adopted—to whatever extent—the many high-minded citizens suffer, and the hoodlums who caused the whole trouble suffer little, if at all. The election is over. What is wanted now is to uphold the Government—to stand by it when it does right and to let it see our displeasure if, and when, it does wrong. There is nothing to be gained by holding any commercial enmity. There is much to be lost this way. Especially is there much to be lost because to some of the finest, most public-spirited firms in the Dominion harm would be done.

THE WHY AND HOW OF THE INVENTORY

Stock Should be Listed at Least Once a Year—Absolute Accuracy the Big Essential —Errors That Must Be Avoided—Selling or Cost Prices the Basis of Figuring

THE Christmas rush is over for another year and men's wear merchants are having a short breathing spell before starting in on the next big job of the year, the annual inventory. MEN'S WEAR REVIEW is glad to learn that many of its subscribers are taking inventory two, four and in some cases six times a year. Where feasible this practice cannot be too strongly commended. The more a merchant knows about the constituents of his stock the better buyer he is and also the better salesman, and the best way to become thoroughly acquainted with what there is on the shelves to sell is to take a physical inventory of the stock. Where possible, and it usually is possible in the average men's wear store, the proprietor should do most of the listing himself as he gets his eyes opened to a lot of little matters that might otherwise escape his notice altogether.

The Necessity of the Inventory

It is on the other hand unfortunately true that some merchants do not take inventory at all; they claim that they see no use for it, that they know they are making money and they are not asking anyone for extended credit and that it is nobody's business what stock they carry save their own.

It is hardly necessary to say that the number taking this attitude is now comparatively small, but for the benefit of these few it might be advisable to recount some of the reasons that make the taking of a physical inventory necessary at least once a year. First and foremost is the fact that it is absolutely impossible to tell whether you are doing a profitable business or not until this is done. There may be enough money coming in to meet the bills as they come due but that money may be coming out of decreased stock. It is astonishing how thoroughly experienced merchandise men can be deceived as to the size of the stock that is on their shelves. The writer knows of the case of a general merchant who recently made an assignment when he could have made arrangements with his creditors to carry him through if he had known even approximately the value of his stock. The estate after going through liquidators' hands paid 100 cents on the dollar but winding up expenses had eaten up the proprietor's share. This is an extreme instance of what may happen from neglecting this important duty. No man can tell, however, when he may be forced by some unknown circumstance to ask some credit from either his bank or his creditors and in this case the presentation of a statement of affairs will be necessary. The law says that a false statement of financial condition is a crime and how can one know whether he is making a false statement or not when he has not taken stock? Then apart from this the actual satisfaction of knowing his exact position more than pays any man for the little bit of work that is involved.

The Matter of Insurance

The next thing that has to be considered is insurance. It is necessary that in the event of a fire loss must be proven, and one of the first things that the adjuster will ask for will be the last inventory sheets. In case these are not forthcoming there will be great difficulty in getting a fair adjustment as it **would be impossible for any man to swear to the amount of his loss when he did not really know what it was himself.** There are actually some merchants who are today insured under the 80 per cent. insurance clause who do not know the value of their stock and who in consequence might just about as well be entirely uninsured.

Use Physical Inventory as Check

Other merchants again are using forms of perpetual inventory that keep them daily informed as to the amount of stock they have on hand. This again is a practice that cannot be too highly commended. The writer, however, came on a Toronto men's wear man who relied entirely on this inventory and has not checked his figures by an actual physical inventory for fifteen years. This would seem to nullify many of the benefits that he is securing from the perpetual records as it is impossible to tell whether there may or may not be leakages that should be looked into which only the actual stocktaking could ascertain. The perpetual inventory is the best thing ever, provided that the actual inventory is also taken at least once every year as a check on the figures.

How to Go About It

Most of the men's wear dealers that were interviewed by a representative of this paper during the past two weeks have very similar methods of securing inventory totals. It is noticeable, however, that some are getting much more real benefit from their work than others are. It should be a time when a dealer gets re-acquainted with every article in his store. A general recounting of some of the best features noted will be of interest.

Preparing the Stock

The first thing is the preparation of

Sheet No. ..... Inventory ..... Year ..... Folio .....

Priced by .....

Called by ..... Department .....

Extended by .....

Entered by ..... Location ..... Examined by .....

Check	Number	DESCRIPTION	Total Quantity	COST		SELLING	
				Price	Extension	Price	Extension
		Amount forward					

INVENTORY SHEET THAT FILLS REQUIREMENTS.

It will be noticed that columns are left for both selling and cost prices. A great many merchants do not extend the selling price but simply use as a check on cost figures.

the stock. One dealer referred to this as a main feature. "The boys and I go through the entire store thoroughly before any attempt at listing is made. Everything is thoroughly dusted, cleaned and straightened. Great care is taken to see that all lines are in proper boxes, shelves, or parcels and are properly marked. All odd lines, shop-worn goods, soiled or faded goods, or any other stock that for some reason or other is proving unsalable is culled out and set to one side. As soon as we have completed our survey this portion of the stock is marked down and put on the counters for sale. We try if possible to clear this all out before we write inventory. What is not so disposed of is reckoned at a price that will allow a profit to be made on it if sold at much reduced figures." This would seem to be good business although there are some who believe that the clean-up sale should not be held until after the inventory is completed. So long as the principle is adopted of pricing this undesirable stock at a sufficiently low level so that the new year will not have to bear the old year's burdens it would appear to matter very little which policy was adopted.

What Price Basis Should Be Used

The stock cleaned, straightened, and culled over, the next thing to decide is the basis upon which same will be taken, or in other words shall the selling or cost figures be used? Moreover shall actual values be used or actual cost? For instance, at the present time most merchants have much stock on their shelves that is worth anywhere from 50 per cent. to 100 per cent. more at existing market values. Should this stock be listed at this enhanced value? To answer the first question the preponderance of opinion is in favor of the cost in preference to the selling price as the basis of inventory. The only exceptions are the large departmental stores which reckon all merchandise on its selling value once it has been placed in stock. The right basis, however, for the average merchant is cost value. A profit is not made until the goods are sold and the percentage basis is a poor standard to go by as it is impossible to tell in advance at what price these goods may have to be sold before they are finally off the shelves. Then too the question of insurance would have to be considered, as adjustment would only be made on cost values.

Do Not Use Appreciated Values

The second question that of taking stock at actual cost or at appreciated values is open to more room for discussion. MEN'S WEAR REVIEW, however, takes the stand that original cost is the basis to work upon. While there are no legal reasons why a man desiring so to do could not list his stock at market figures still by so doing he is very apt to be deceiving himself by reckoning on a profit that has yet to be earned and is only a probable profit after all as no one can tell what may happen in a year's time. Then too he is putting a heavy burden upon the coming year as a profit would then have to be shown upon the increased figures and as many retailers to-day are selling merchandise at less than mill cost this would be very hard to do. It would seem then that cost on the good stock, with sufficient allowance off all slow selling lines to put them on a salable basis, would be the correct way to figure. This opinion is endorsed by practically every merchant interviewed.

Call All Stock on One Day

One matter about which some merchants have shown themselves neglectful is the necessity of having the inventory, as finally completed, to be the exact figure for some one certain day, whatever the day may be when it is decided to close the books for the year. One men's wear retailer was found who took his stock as he came to it and took about two weeks doing it. No track was kept of the sales in the interval so that a certain amount of the stock was included in the inventory sheets that was really sold before the day when the books were finally closed. It is easy to see that if a large business was being done there would be room for serious discrepancies here. To obviate this, as each section is gone through and listed, the list should be placed handy and a space left at the bottom of same where all sales could be marked that are made from this portion of the stock. On the day it is decided to close the books these lists could be collected and before writing them into the regular inventory sheets the number of articles sold could be deducted.

Mark Selling Price on Lists

The average inventory sheets now contain a space for selling price as well as cost. While there would seem to be very little object in extending this, one merchant showed the importance of marking same on lists as well as the mark, whatever may be used, which represents the cost. Some clerks have very hazy notions of the importance of getting this cost figure correct and where the actual meaning of the mark is unknown to them, as it is advisable to have it except in the case of a head clerk or buyer, all looks much the same. Thus, in the cost mark in use, the letter "L" may stand for 9 and the letter "E" for 3. As these are written on box or ticket they may be very easily confused. The advantage of having the selling price marked on the list is to catch any such errors. If for instance a sweater that sells for $5 is marked to cost $9, it will be easily seen that a mistake has occurred whereas if the selling price had not been set down the error might never have been detected.

Taking Three Separate Inventories

The larger departmental stores are taking at every inventory time what is practically three inventories in one. The distinction that is made is the length of time that an article has been in stock. In order to have this knowledge some distinctive mark must of course be used. The usual custom is to use a serial number as a cost mark, where an invoice book is used or a letter to denote the season where a cost cipher is in use. In the first case all goods coming in during the season commencing January would be numbered 30,000 and from that up to whatever the number of invoices arriving during the season. On the first of July this number would be changed to say 35,000 and this series carried out for that season. In this way it is easy to tell from the serial number the time the goods were placed in stock. When making inventory all goods that have arrived in the six months immediately preceding are listed in one class, those of the previous six months in another class and all goods that have been in stock a year or more in still another class. Close watch is kept upon the amount of this third class and the department manager is forced to keep this down to a minimum. This would seem to be a very good system that even the smallest retailer could profitably adopt. When the cost cipher is used instead of the invoice number, the more usual and probably the better practice for the smaller dealer, a letter could be used separate from the cost cipher by a stroke to denote the season of arrival. Thus goods arriving during the Spring Season of 1917 could be marked K/FGR or some such mark and after July 1 this mark would read L/FGR showing that the goods had arrived at a later date.

Real Value of Stock Ascertained

Taking an inventory in this manner would seem to give some very valuable information. If for instance the results showed that over 25 per cent. of the stock was over a year old greater efforts would have to be put forth to clean up each season's purchases and dispose of all odds and ends. Of course just at the present time many are carrying stock for over a year that they bought for that very purpose, and allowance would have to be made for this; but even so it would be very interesting to know how much of the year's business was done on strictly new goods while the previous season's stock was allowed to rest upon the shelves.

Taking the Stock In Departments

For the men's wear dealer who has decided to put his business on the departmental basis, inventory time is of course the time to make the start. Each line should be carefully listed according to the number of departments that you have decided to break your stock into. This can be done when writing same from the original lists to the final records.

This is also the time from which to start the perpetual inventory. In last month's issue of MEN'S WEAR REVIEW the methods of one Toronto dealer were described. The benefit of knowing the approximate value of stock on hand on each and every day of the year would seem to warrant adopting a similar system, and every men's wear dealer should endeavor to follow this out for the coming year.

The Correct Inventory Forms

We give with this article the form of

(Continued on page 62.)

"HOW TO MAKE FIGURE FACTS EARN PROFITS"

(Second address by Frank Stockdale.)

CONTINUING his series of lectures on problems of Retail Merchandizing, Frank Stockdale addressed the gathering of merchants and manufacturers on the subject "How to Make Figure Facts Earn Profits."

"I have found a great many stores," said Mr. Stockdale, "that are selling plenty of merchandise, wonderful stores in beauty and service, they are doing a good business, but they fail to come across with the thing most to be desired by a retail merchant—Profit.

"Most figure facts do not earn profits. Ninety per cent. of the figure facts in stores represented here do not earn profits. Some of you think you have splendid systems of accounting, but your systems only protect profits, they do not make profits. There is a difference between the nightwatchman and the man who works in the store, and there is a difference in the figure facts—records that protect profits and records that earn profits.

"Figures in connection with a business are very undesirable unless they tell the truth, the whole truth and nothing but the truth. A lot of men are misguided in figures. There are a lot of people using figures who conducted matters just as profitably before they got records into their business. They are misled by their figures. Some men's intuition, sense of management and sense of a movement of things has been a better guide than the figures they had. Incomplete figures will lead a man far astray, and the only way to talk intelligently about profits is by using figures.

THE DANGER OF NOT HAVING THE FACTS

"I know a store that ran along for four or five years making a nice profit for the owner. The sixth year they bought heavily for increased business, but they lost in the sixth year all they had made in the other five simply because they had been letting the business run along and the old goods were collecting all the time. When the crash came their profits went up in smoke. There are a lot of people in business who are in business because they are good salesmen and not because they are good managers. I have seen numerous cases where a man working for another man has become the star salesman. He decides he is the best salesman and starts out to run a business of his own. If he stops at salesmanship he is almost doomed to failure, because there is more to business to-day than being able to bring the mind of the customer to your way of thinking about merchandise. That is one of the absolutely essential things, but I have also known a lot of men to sell and not make any money. The management of the successful store must be based very largely on figures. There are certain things figures will do for a store. There is one class of people that complain more about competition than any other, they are the guessers. And the main reason they are complaining is because their competitors know a few things they don't know and among the things their competitors know are these: *'What lines are profit makers,' 'What lines are profit chokers,'*—these two lines are found in almost every store. 'What their constant expenses are,' 'How much it costs them to sell goods."

"There are two things a man does in the retail business, he carries goods and he sells goods. There is a distinction. I might fill the room with goods and not sell them, but that begins to cost money right away. And I might sell goods without carrying goods. Some people can sell goods without carrying them and some people carry them without selling.

"Other things the man who is up with his business knows are *'How much money is invested in stock.' 'Are stocks increasing faster than sales.' 'How many bills he has to pay,' 'Whether collections are keeping up with charges,' 'Progress and condition of the business.'*

"Lots of figures don't tell us whether we have been going forward or backward. That kind of record won't do a man much good. You have to know these facts sometimes, and the sooner the better.

" *'Don't forget markdowns.'* That should be taken into consideration when you mark your merchandise. The merchant wants to look ahead and make provision for the thing that in most cases is inevitable and know what his losses will be.

" *'Expenses forgotten are usually profits lost.'* I have known men who tack on a little percentage for 'incidentals' before adding their percentage of net profit. This indicates that the merchant knows there are mistakes.

" *'Rent and real estate.' 'Interest on capital invested in stock, fixtures, etc.—open accounts, outstanding accounts and money invested in working capital.' 'Salary for self and members of family.' 'Depreciation on goods and equipment.'* These are other items that must be considered.

"Depreciation varies and there is no reason for taking any definite percentage. If there is anything in records it is to tell us the truth, so merchants should be honest with themselves when they go to depreciate. Let the statements tell you the truth for some goods depreciate faster at one end than the other.

MARGIN NOT NECESSARILY PROFIT

"A clear understanding of the fundamental difference between margin and profit is necessary. One of the keenest merchants I have met told me he would like someone to write an article on 'margin of profit vs. margin for profit.' What he said was he would like someone to write an article on 'an opportunity for profit, and actually getting the profit.' Margin is the opportunity for profit and also an opportunity for loss. Margin itself does not spell profit

USE AND ABUSE OF PERCENTAGES

"The percentage pathway is lined with pitfalls. We find merchant after merchant tripping up on percentages. The following statement should be referred to when you are stuck about percentages:—*'Percentage is a sign of relationship.'*

"It has been said that competition these days sets the price, but you want to know if competition leaves a profit for you, and that is the reason for figuring.

"There is one absolutely essential thing to know whenever you start to use a percentage, and the first question is 'where did you get it?'

At this juncture a sample problem was worked out by Mr. Stockdale figuring a net profit on an article where margin, cost price and cost of doing business in the store were given. Mr. Stockdale indicated that there was a big difference in using the percentage on the cost or on the sale price, enough difference in fact to eat up an ordinary net profit.

"In one case," he said, "we have taken the margin on cost and in the other case we took the margin on cost and the cost of doing business on the sale. But the difference between the margin and cost of doing business is a percentage that means something. The kind of percentages to have are the ones that represent the same taken out of different figures and then when I compare percentages I compare the same kind of percentages. You are going to get to the place in your business where you will want to compare your figures. You cannot do this unless they are based on the same foundation. It should also be remembered that the percentage for clerk hire is based on sales not on the cost of the goods.

"Three essential things in business to be controlled are (*1*) *Cash.* (*2*) *Help,* and (*3*) *Merchandise.*

"The handling of cash and the balancing of the book at the end of the year with a balance in red ink is largely a matter of handling cash. It does not affect stocks and it does not affect the handling of people, because to handle people you cannot wait until the end of the year unless you expect to lose a lot of money on them. Special records for people and for stock should be kept. I would admonish every man never to go to the bother of keeping records in his business unless he has use for them. I am not advising any man to get a fact in his business which he cannot use, and you will not find it hard to get. The trouble is people do not see the use of facts. There are more nice trial balances filed away in the safe than there are facts placed on the desk which are used when the merchant goes to advertise, mark up goods or talk to a traveling salesman. That is the essential thing in records, to be able to use them in your business.

ANTE-MORTEM NOT POST-MORTEM FACTS

"What we need in figure facts is diagnosis instead of post-mortems. I want to know what is happening in my business while it is happening, or as soon after as possible and not what did happen. The method of diagnosis is also changing. In olden days they used to diagnose by the use of antiquated methods. The old time storekeeper would look at the sales and if they were all right everything was all right. The modern retailer diagnoses by knowing his turnover, expense and sales. It is only necessary to select one expense to know if you are doing all right, and that expense is *Rent.* The landlord is the man who keeps up with you because you are in competition with each other. The rent you pay depends on the turnover you get."

Referring back to the problem of figuring the net profit when the expense of doing business in the store was given, Mr. Stockdale emphasized the point that *"average percentages do not apply to specific cases"* and that therefore the cost of doing business in the store was not the figure to be used in selling an article in the store." He continued:

"The expense of carrying and selling a certain article is not the same on all articles.

DEPARTMENTALIZING THE STORE

"I have known a number of merchants to departmentalize their stores and to establish departments in departments. That is what the chain stores are doing, and that is where you have to find out where you are making money and where you are losing money. In departmentalizing the store stock records are as valuable as expense records."

At this point Mr. Stockdale illustrated the case of a department store divided into a number of separate departments, some of which made money while others lost money. He struck out departments which equalled each other i.e., one showing a loss equal to the other's profit, and thereby illustrated that the profit making extent of the store resolved itself down to about one-quarter its original size.

"The same thing applies to lines as to departments. You cannot apply average percentages to specific lines or departments and know what you are doing," said Mr. Stockdale.

"The reason figures do not earn profits is because we get tangled on percentages or apply averages to specific cases. Manufacturers of advertised products are having the time of their lives because the average merchant is applying average figures to things that do not come under the average.

"One of the big reasons why average percentages do not apply to specific lines is because turnover on various lines varies greatly.

In the discussion which followed the address the question was asked "What distinction is there between turnover and sales."

In answer, Mr. Stockdale stated that turnover as applied to sales was using the term turnover out of its proper place. We are using two terms, one is *turnover* and the other is *volume,"* said Mr. Stockdale. "We want something to express the speed of the movement of the merchandise and we have reserved 'turnover' for that purpose."

Replying to a question as to average percentage allowance for rent in specialty stores, Mr. Stockdale stated that there was a great dearth of these figures, but that the average figure of rent in an average city is 3 per cent. for clothing stores, and varying according to the class of the store.

"One man rents a location where he has to pay a larger rent than another man. Increased sales means increased turnover and there lies the relation of turnover to rent."

BOOM IN MILITARY SUPPLIES

D. E. Macdonald, Guelph, Ont., Expects Larger Trade in Soldiers' Requirements Than in Early Months of War—Suggesting Acceptable Gifts for the Soldier Overseas—Keeping the Military Spirit Alive.

IN the city of Guelph, Ont., there is a distinctive military spirit inspired by the presence of a permanent battery of artillery and also due in large part to the fact that this city is the headquarters of a considerable number of infantrymen. Military training at the Ontario Agricultural College and the establishment in Guelph of a large home for convalescent soldiers are also features which combine to keep the military spirit uppermost.

Such surroundings are especially conducive to good business in military supplies, and the D. E. Macdonald Bros.' store in Guelph has made a feature of this branch of trade during the past three years since the war commenced.

The city of Guelph has raised a large number of troops, and with the application of the Military Service Act it is expected another 800 troops will be raised in Wellington County. A Convalescent Home with accommodation for 1,500 hospital cases has but recently been opened and is expected soon to be filled to capacity. The city has always fared well as regards troops stationed locally, and this has done much to establish a good trade in military clothing requirements.

First Years Were Good

During the first year of warfare, business in military supplies was particularly active in Guelph. A slight falling off during 1916 and part of 1917 represented a general condition found in the men's wear trade in all parts of the country. Recently, however, business has been picking up, and with conscription in effect, the D. E. Macdonald store is going right after more business in military supplies. Effective window displays such as that illustrated herewith, are the chief means of re-awakening interest and already a noticeable activity is apparent.

Mr. Macdonald recently expressed himself to a representative of MEN'S WEAR REVIEW as fully confident that with a little attention business in military supplies would return in greater volume than in the early days of the war when Canada's new soldiers, representing the highest type of young manhood, sought to outrival each other in appearances by the employment of special badges, etc.

Conscription Has Little Effect

Conscription has little affected the men's wear trade in the Macdonald store, and the management is of the opinion that the increased business in military supplies, which is expected to follow the actual putting into uniform of the new army, will counterbalance, to some extent, the trade lost through the taking of these men out of the civilian life of the city. It was found by the management of the clothing and other men's wear departments in the Macdonald store that the uncertainty of the matter was the chief detriment brought about by conscription. Even this difficulty was overcome in some cases owing to the fact that prospective purchasers would leave a deposit on certain clothing, promising to pay the remainder if not called upon for service.

Sweaters a Big Item

The military stock in the Macdonald store is a comprehensive one and includes practically every line to be desired. Large numbers of sleeveless and collarless sweaters are sold for use in arranging soldiers' overseas boxes. This type of sweater is worn under the tunic and in some cases is supplied with sleeves. Handkerchiefs and socks are also good selling lines for overseas boxes.

A set comprising muffler, tie and handkerchief selling at a price of $3.50 and $4.00 is also a good seller as an acceptable gift to any soldier on active service—an acceptable gift any time during the long winter.

Woollen and coarse leather gloves find a good sale, the latter chiefly for artil-

(Continued on page 62.)

Socks, breeches, puttees, mufflers, sweaters, gloves, underwear, accessories—these and many other lines wanted by soldiers and wanted as presents for soldiers find a place in such military windows as the above trimmed by Mr. Hallgarth in the fine windows of MacDonald & Bros., Guelph.

IS BUYING SPRING SHIRTS FOR FALL WISE?

Some Merchants Are Planning to do This — If They Have the Money to Invest it Seems Wise Step—Prices For Fall Will Take Big Jump.

DURING November and December orders placed by retailers for shirts were comparatively light. This, MEN'S WEAR REVIEW believes, after careful investigation, was due to what medical specialists would call a complexity of diseases—first the regular year-end depression, then the unsettled condition resulting from the oncoming election, the uncertainty as to conscription; and finally the great diverting factor of the Victory Loan.

In other words, many merchants have been selling shirts quite heavily during the past two months, and have been buying very lightly.

Heavy Buying Coming

Hence there is reason to expect larger ordering of shirts than usual after the turn of the year. Buying will be necessary to sort up depleted reserve stocks. Buying will be necessary to supplement the spring stocks now being delivered for the huge success of the Victory Loan insures a continuation of prosperous times for Canada—insures full pocketbooks and a consequently heavy demand for shirts, pyjamas, summer underwear, fancy soft collars and the like.

One or two good merchants—daring, yet not foolhardy — advised MEN'S WEAR REVIEW that they intended to buy for spring sorting enough shirts to give them a substantial stock to carry over for fall. Is that course wise? Will money thus be made? To get the view point of the makers, MEN'S WEAR REVIEW put the question direct to a number of the leading shirt houses. The answers received—direct, unevasive answers—will be of value to many merchants in assisting them to reach their decision.

A Cautious Attitude Advised

There is a note of warning wisely sounded in this opinion.

"Our advice in this matter is, that if a merchant has idle capital he can invest it at a profit of from 25 to 50 per cent. by purchasing his fall shirt requirements to-day, but the merchant who is financing his business from day to day on a small margin of capital would be ill-advised to make any purchases beyond his immediate requirements. The matter of profit is always a secondary consideration to the question of financing; **it little profiteth a man if he had the whole world, were he unable to pay for it!**

"Relative to your inquiry as to prices for fall, we might state that prices from the New Year on, will show a decided advance; prices for fall will, in some lines, be 50 per cent. higher than they are to-day, and, in the majority of lines, will show an advance of 25 per cent.

"Those manufacturers who have materials purchased some time ago, and who continue to sell them on the market value at the time they purchased them, will find they have made a mistake when they go into the market to purchase for fall, 1918. The greatest advance yet shown by the converters of shirting fabrics is evidenced in fall prices.

"A recent cotton report shows that there is one million bales less in this year's crop than in 1916, and notwithstanding this, the United States will use seven million out of the eight million bales, which will only leave one million bales for foreign consumption, and the impression in Great Britain is that they will be seriously short of both raw and finished cottons.

"Unquestionably there is going to be no depression in the price of fabrics for at least another year."

Says another manufacturer, confronted with the query as to the wisdom of the merchant who intends to buy spring stock to carry over:—

Be Conservative

"He is quite right. Prices for fall shirts will unquestionably be considerably higher. The same applies to all kindred lines. Even supposing that raw cotton (which is steadily increasing) goes no higher, piece goods will be dearer on account of the reduction of looms available for their manufacture, this being brought about largely by the commandeering of so many looms in the United States for Government work.

"As to the wisdom of the retail trade buying heavily in anticipation of greatly advanced prices, this is a matter of personal judgment and the merchant's financial ability to carry the load. It seems to us that prices are already so high, that, even supposing they do advance a little more, it would be the part of wisdom to anticipate their wants well ahead, but rather conservatively than otherwise.

Here is a further opinion:—

"The merchant who was talking to you and expressed himself as going to sort heavily for spring, and prepare to carry a good stock over, is undoubtedly using very good foresight.

"The condition of the shirt trade to-day in Canada is that stocks generally are in fair shape for present trade, as goods for the season are all practically now delivered. Most merchants have bought for spring, 1918, up to their usual requirements.

"If spring, 1918, opens up, as I expect, and the amount of money that the Government expects to spend in Canada is put into circulation, the stocks already purchased for spring, 1918, will not be adequate. Manufacturers, naturally, are not stocking up heavily in shirts, as the prices of raw materials have so materially advanced in recent months that we cannot afford to buy material to make up stocks for our floors, as the retail merchant is not yet educated to the selling prices that we will have to ask for shirts for the shirting season of spring, 1918, and fall placing of same year.

"We have already been in the market for materials for fall, 1918, and all prices have advanced from 50 per cent. to 125 per cent. Heavy goods which are usually used for fall, in both cottons and wools, are usually made up of materials that use a lot of cotton and wool, and on these particular classes of goods, the prices have greatly advanced.

"The conditions to-day in England and the possibilities of receiving goods from that country in the shirting trade, are now practically impossible, and now that the United States are in the war, a great many of their looms have been taken for war purposes, and merchandise is

getting more scarce there every day for civilian trade."

This maker gets down to figures and says:—

Some Advances

"In reference to prices for fall lines will say there is every indication, in fact there is nothing else to do but to increase prices for fall, 1918, that is providing you have to buy the materials for fall. The writer has in mind one particular cloth in the lower grades on which there is a difference of 3c per yard, which was practically an increase of 22½ per cent. over the price paid for same cloth for fall, 1918, as compared for spring, 1918. On a higher grade there has been a difference of 8c a yard which works out to practically 30 per cent. As you are aware this is along the predictions of the writer and it is only necessary to look up the raw cotton market where the prices are ridiculous to say the least.

"Another thing that we will have to contend with on deliveries for fall goods will be shortage on materials. There is no doubt that a vast amount of goods is being bought by the United States Government for war purposes which will have its effect upon the regular lines as they are not making new looms to take care of this business, so that from the common standpoint you can do nothing but expect a shortage."

Causes For the Opinions

The unanimity of opinion frankly came as a surprise to MEN'S WEAR REVIEW. Yet, in view of the rising cotton market, and the rapidly rising demand for cotton; in view of the small crop with which this demand must be more or less satisfied, there seems no doubt that we are in for very high shirt prices. Not only will there be a sharp advance for fall, 1918, but there seems reason to expect further advances for spring, 1919. When will the top be reached? Well, just at present, one man's guess would seem about as good as another's. The end of the war will have a big bearing on the matter, yet it is certain the demand for cotton—for years after the war—will be very great. The working of our old, old friend, the law of supply and demand, will be sure to hold prices high. Whether they will be on the present basis or not, MEN'S WEAR REVIEW can not, at this writing, predict. They will certainly be higher than pre-war prices.

Need of Understanding Causes

But now we're in for a period of very high prices. We might as well face the situation—all get the information at our finger tips so that we can explain the high prices to our customers. We ought all to remember that the high earning power of our customers enables them to pay these high prices. We ought to remember, indeed, that the causes for high prices and high earning power are largely the same.

Powers Bros., clothing and men's furnishings, Ottawa, suffered fire loss.

A WORD OF CAUTION ON BUYING

Don't overbuy.

You can see advances coming—yes. But don't jeopardize your credits. This is the word given by practically all students of the present situation, and summing up the argument is about as follows:

Money can be made by laying in reasonable supplies of shirts for carrying over. But there is a risk here which needs to be borne in mind. Style changes may somewhat reduce the value of these carried over goods—although it is to be remembered, on the other hand, that there are less changes in style and patterns now than in pre-war days.

But, while money can be made by buying—more money, in the long run, can be made by keeping credits in proper repair.

There should be buying on an investment basis, not on a speculative basis. There are merchants who now would be glad to have bought less, in order to make their payments with less strain. Inability to meet bills when they come due has forced many a merchant into liquidation.

Says one man:

"It is better for a merchant to cover his regular requirements and pay the price for his merchandise, which will prevent him from overstocking, rather than to place orders for large quantities of goods over and above what he requires. The day always arrives when these goods must be paid for, and many merchants place themselves in a position of asking accommodation from the firms from whom these goods were purchased, not only creating exceedingly anxious conditions for themselves, but injuring their credit with those firms."

A margin of safety in the form of cash is a splendid thing for any business.

CLOTH CONSERVATION IN NEW YORK

(Continued from page 39)

About Evening Dress

There are some interesting little novel- these gentlemen mentioned early in this letter have thrust upon us.

There are some intersting little novelties in the swallow tail suit. There is nothing about the trousers that needs any comment. They will be amply sized for dancing, other than that, however, there is nothing to cause any wakeful nights in planning regarding them. The only place where a little private discretion may be indulged is in the matter of the decoration of the side seam. This may be either a satin stripe or a single or double silk braid, but it must be something. This item of decoration is the important element in these trousers. The style adopted must be in accord with that used on the coat. There is a little novelty to be found in the material from which the conventional black cutaway is created. The cloth may be either blue or black in a stripe or basket weave. Think not, however, that this new idea will cry aloud. These patterns are so cunningly hidden, that no one probably but the owner knows they exist. One might wonder why then they achieve any popularity were it not that the little thing different has been and probably always will be the greatest selling point that can be addressed to the American mind.

Bright Hat Bands

The fashion of the moment, too, decrees a satin piping on the edges. This does not give an unpleasing effect, the trimming on the lapel is dull in tone, and nothing like the fearful moiré effects that the diligent movie fan will probably think are the most advanced whisper of the times.

There are some interesting little novelties too in hats, not so much in hats as perhaps in hat bands; the bands tend to brightness, quite a striking brightness be it noted. The one we are thinking about at the moment has a plaid ribbon.

As for ties. There is a turn toward greater width, and of the colors there you can give range to your most fantastic fancy. Figures, have, it appears, still somewhat the edge on striped designs, but there is a wide range of both type and each will be worn so there is no reason to get downhearted if stripes are your desire. Pick the thing your heart yearns for no matter how vivid it may be, and ten chances to one you will not be far wrong.

W. J. Martin, who has been with W. E. Preston, Ltd., (formerly The Playfair-Preston Co., Ltd.), Midland, Ont., in the men's wear department for some time, has accepted a position with the John White Co., Ltd., Woodstock, Ont., where he has charge of the men's clothing department.

This illustration shows well the artistic effect and the great display of goods se cured in Art Percy's new store, Brantford. A great part of the lines, it will be noted, are under glass.

SENDS STORE PICTURES TO BOYS IN TRENCHES

A. C. Percy, of Brantford, Keeps Old Customers Advised of His Progress—This Has Present as Well as Future Value—Insuring Continuous Light.

"TURN the dark clouds inside out till the boys come home." So runs the closing lines of a somewhat hackneyed war song. Action which A. C. Percy, of Brantford, has just taken brings to mind the importance of this home-coming of the boys.

Herewith we are illustrating two views of Mr. Percy's splendid new store. These views Mr. Percy is having reproduced on postcards and is sending them to all his old-time customers now in the trenches or in England—just a card showing the new quarters of a man from whom they used to buy—a card conveying the season's greetings of this man who used to serve them.

Those postcards are already overseas—will have reached the Brantford boys by now. It is safe to say they made a good impression.

Building for the Future

Mixed motives are behind many of our actions. It is probable that Mr. Percy did not decide to send these picture postcards abroad with any great hope of profit resulting to himself. We imagine the idea was more to do his little bit towards keeping happy those fellows who are bearing the brunt of this war. Nevertheless there is a great benefit which will come. Many of those Brantford boys are going to return to their homes. Some will be back sooner than anyone probably imagines—back as a result of wounds. They will again be good buyers of men's clothing and apparel, and they will naturally feel very kindly disposed towards the man who remembered to advise them of his new business location, and who remembered to wish them a happy Christmas.

The Word Comes Home

Then many of these boys overseas who get this announcement from Mr. Percy will mention it in writing to their homes. There may be other boys who read this letter. There will be a father, who, after all, is a buyer of clothing. These men who are at home will be caused to feel very favorably towards this store by reason of the little courtesy shown to their loved one abroad.

There is a good idea here. Mr. Percy has not got it patented. Fortunately the great majority of our men's wear merchants do not want to patent an idea. They want to use it and then pass it on for others to employ. MEN'S WEAR REVIEW is of the opinion that this idea of Mr. Percy's—or some similar idea—might well be employed by merchants of other cities and towns to keep them in touch with the customers overseas and to make the home friends of these boys feel very favorably towards the store.

Good Points About the Store

The illustrations of the store are worth the study of our readers. It will be seen that the furnishings are on one side; the caps, waterproofs, overcoats, etc., on the other side. The hats and furnishings are all under glass.

The window has an adjustable back.

(Continued on page 54)

MARKET REPORTS

THE MARKETS AT A GLANCE

THE men's wear trade has been chiefly interested this month in the new prices on knit goods, such as underwear, hosiery and sweaters. The mills have nearly all gone to the wholesale trade during December with Fall ranges and prices, and these show increases that vary from 25% to 65%. Even at these figures limited business is being accepted and it is understood that further prices are in order inside of the next few months.

There is a decided shortage in evidence in heavy wool half hose and as the manufacturers of this line are practically all booked up with United States Government orders, it is believed that this shortage will extend into the coming Fall season.

Overalls have shown further advances and standard lines are now quoted at $23 and $24 per doz. Manufacturers unanimously predict still higher prices in the near future.

The cloth situation is hourly becoming more serious as restrictions and embargoes shut off possible sources of supply. While Canadian clothing manufacturers have not as yet gone extensively into the United States market for cloths, nevertheless a certain amount has been secured there. A recent order from both governments forbidding inter-trading in wool or wool products without license seems rather indefinite as some are under the impression that licenses will be hard to procure for civilian business. So far only orders placed before September 25 can be shipped.

Glove leathers continue very scarce and at continually higher prices. Production of some factories is considerably reduced owing to difficulty of getting supplies. Boot and shoe business is still a little quiet but prices remain steady and in some lines are firming up a little. Prices for felt shoes will be tremendously increased when lists are completed for next Fall.

Raincoats are another line showing advances during the month equal to about 25% on an average. British supplies of this line appear to be totally cut off, jobbers who had taken orders on same having to send regrets.

Shirts are also expected to show heavy increases for Fall and in some heavier lines shortage of material is expected. Neckwear business has been good during the holiday season and high-priced lines have sold well. Silks seem to be in fairly plentiful supply at the present time.

Raw products that enter into textile manufacture have all shown strength during the month, cotton in particular crossing the 31c mark on the New York spot market. Wool remains steady, subject to possible further Government control, but yarns have advanced in price. Rumors that the export restrictions from the United States will include cotton products in the very near future can be heard on all sides, but so far no foundation has appeared for these stories.

Wholesalers report collections very fair, although not as good as a month ago. It is thought possibly that the Victory Loan may be having some effect here. One dealer spoke of Eastern Ontario as being particularly backward.

FEW HEAVY SOCKS

Bundled Socks Almost Cleaned Up—Shortage Expected to Continue Into the Coming Fall Season

HOSIERY.—The feature of the men's hosiery market for this month is the pronounced shortage of heavy wool socks. It will be remembered that the Hudson's Bay Co. acting for the French Government, made extensive purchases from all the jobbers of this class of goods. This coupled with the fact that a fairly heavy demand developed from retailers during the month of December has pretty well cleaned up existing stocks. As nearly all the mills which make this class of hosiery are loaded up with United States Government orders, sorting supplies are almost unattainable. It is expected that this shortage will continue into the coming year.

In finer lines the Canadian trade is being forced to lean more and more upon local mills. These in their turn are forced to rely very largely on the United States for fine yarn supplies. With all sorts of regulations and embargoes in force and rumors of still more drastic ones to come, this yarn shortage is liable to become still more pronounced. Altogether it would appear that great scarcity is in sight in all lines of hosiery.

Mills which announced Fall prices during December are asking increases that vary from 25 per cent to 50 per cent. Invariably these assert that still higher prices are inevitable in the near future.

NECKWEAR STEADY

Spring Lines to be Shown Shortly—Swiss Silks in Fair Supply—No Immediate Price Changes

NECKWEAR.—There are no changes to report during the month in the neckwear situation. Wholesalers report a good Christmas business with prices holding steady. Higher figures have been secured for neckwear this year than have ever been previously attempted in Canada.

Swiss silks are coming through in fair supply and in conjunction with Japanese and American lines no shortage is apprehended. Prices, while firm, have shown no recent advances. As reported in last month there will be little 50c neckwear to be had for the coming season.

OVERALLS AGAIN

Advances in Overalls During the Month —Still Further Ones in Sight— Scarcity of Cloth Existent

OVERALLS.—During the month all overall manufacturers have advanced their prices, some 50c a dozen and others $1.50. The prices being asked for standard lines are now $23 to $24 per dozen. Unanimously all agree that still higher prices must come very soon. Overalls at $30 and $36 are glibly discussed and that same will reach $30 inside of another six months is easily possible if consideration is given to the cotton situation. Rumors that the United States will put an embargo on cottons have been going around and while as yet there is no apparent foundation for these, anything is possible. There is now serious shortage in the United States of overall cloths owing to government requirements and Canadian mills are engaged on similar orders. To those who can afford to carry same, overalls at present prices would appear to be good property.

BOOTS AND SHOES

Shoe Trade Still Quiet—No Marked Price Changes in Sight—Fall Deliveries Have Been Good

BOOTS AND SHOES.—The shoe trade is still finding business much below normal. In addition one wholesaler reported that the amount of his returns from Fall shipments was unprecedented. Various excuses were advanced by the retailers for so doing but undoubtedly in most cases they found themselves overstocked and were afraid that prices were going to break.

Samples are being prepared to start after the Fall business for 1918. While there have been no marked advances, neither have there been any concessions and considering that this branch of the trade has been very quiet it is rather surprising that prices have been so well maintained. Leather which was very weak two or three months ago has now firmed up and shoe manufacturers point to this as an indication that lower prices are impossible.

Rubbers have remained steady since the usual of about 10% in November. It is noticeable that deliveries were very good on this line for the Fall season, a marked contrast to that of a year ago.

RAINCOATS HIGHER

No English Lines Coming Through— Paramattas Coming Back Strongly for Spring

RAINCOATS.—Raincoat dealers report advances equal to about 25% during the month. There is great difficulty in getting supplies and in so far as English lines are concerned none are coming through. One large dealer reports that a large proportion of his sales for the Spring season had been in British lines and he was forced to admit that he could not deliver same. "The cost of selling these remains whether we deliver them or not" was his remark.

There are few style changes, although paramattas are expected to have full swing for the coming season. These will be principally in the well known tan and olive shades.

SHIRTS HIGHER

Fall Ranges Will Show Heavy Increases —Many Retailers Buying Fall Requirements From Spring Lines

SHIRTS.—While manufacturers will not be going to the trade for some little time with their Fall range of shirts it is understood that these will be at largely increased prices when same are announced. The advance is roughly estimated to average at least 33 1-3% and possibly 50%. With the vastly increased cost of all cotton materials it is not hard to account for these figures.

Retailers are many of them buying sufficient stocks for Spring to carry them over into the Fall season and it would seem to be good business for those who can afford to carry the stock.

In heavier grades of duck shirts still more drastic changes are possible and decided scarcity exists at the present time in this class of cloth.

HAT FUR SCARCE

Higher Prices in Near Future—$30 a Dozen Spoken of as Bottom Price— Supplies of Hat Fur Short.

HATS AND CAPS.—That there are much higher prices in sight for all lines of hats is the opinion of every dealer with, in addition, every possibility of serious shortage of supplies. To give an idea of how raw products have advanced it is only necessary to quote a few of the prices given by a Toronto wholesaler this week. The fur that would make a dozen hats of good quality before the war cost $4.80. This same fur is now worth $18.00. A cheaper grade that brought $2.70 is now worth $13.50. When the increased cost of manufacture and selling is taken into consideration it is easy to see that still higher prices will almost surely be necessary. One wholesaler expressed as his opinion that $30 would be the cheapest hat on the market six months from now and others again admitted that they were at sea and did not know what to expect. No houses are in a hurry to get out with a range for next Fall and it will likely be considerably later than usual before the trade is asked to buy.

With the English market completely shut off and French exports allowed for military purposes only; with Australian prices jumping every week it is very hard to tell what is in sight for the hat industry. Dealers may rest assured, however, that there will be large advances when they are asked to look at samples for Fall and even at that it would appear to be good business to buy as soon as possible as nothing warrants any hope that there will be anything to look forward to but still higher prices.

FALL PRICES OUT

Mills Announce Fall Prices on Underwear for 1918—Vastly Increased Prices Are in Order

UNDERWEAR.—During the first two weeks in December the majority of the underwear firms announced their opening prices for Fall, 1918. These showed increases all along the line, although the percentage varied considerably. Some lines show increases of as high as 65 per cent.; others again have been able to hold prices down to figures that are about 25 per cent. higher than those of a year ago. Mills are only accepting orders on a limited basis, and further advances are expected a little later in the season. Still further orders from the United States Government are in sight, and retailers are urged to place their Fall orders as soon as possible, so that the mills will be able to know whether they will be justified in accepting more of this business. To give an idea of opening prices being asked the trade, it is sufficient to refer to the cheaper grade of cotton—fleece-lined that for many years before the war hung around the $4.25 mark. These will be about $9.60 or $9.75 for the coming season. Heavy ribbed lines, such as at one time fetched $6.50, and which last season could be bought for $9, will be $12. All other lines will be, roughly speaking, in proportion.

STANDARD CLOTH

Why Selling Costs Are Increasing— Manufacturers Working on Stocks on Hand

CLOTHING.—It would appear almost a certainty that new and drastic regulations regarding British cloth manufacture are at hand. These are expected to include restrictions confining all civilian cloths to what will be known as "standard cloths." These will be made almost entirely from "wool shorts," and will have cotton mixed with both warp and woof yarns. It is also expected that these will be in two weights only, possibly 14 oz. and 18 oz., and in two colorings. It is, therefore, on the cards that a year from now we will all be dressed practically alike.

Meanwhile clothing manufacturers are working as far as possible on stocks on hand. It is found to be most unsatisfactory to go out and sell goods from

samples of expected lines and be forced later on to tell the customer that delivery cannot be made, as the cloth has not arrived. One manufacturer mentioned this fact as one of the reasons why selling costs are advancing. "Retailers forget that it costs us as much to sell these goods that we cannot deliver as those that we do, and in consequence the latter lines have to stand the double cost."

Travellers have completed Spring trips and report fair business, everything considered. It is thought that sorting business will be large, as business is due for a revival after the present disturbing influences are put aside.

The Canadian trade still demands fancy styles, according to most of the manufacturers interviewed. "When you tell a man he cannot have a thing that is the time he wants it," said one, "and it looks as if that may be the next restriction, as it is practically in force in the United States."

Prices and supplies for the coming Fall season are bothering the manufacturers considerably. "Has the limit been reached? There is no limit to this thing," said one. With the understanding that the United States troops will be clothed from British mills it looks as if civilian cloths released will rapidly shrink to the vanishing point. On the other hand, it seems questionable if the British authorities will clothe U. S. soldiers from their mills and allow Uncle Sam to gobble the world's woolen industry.

It is known that a number of Canadian clothing manufacturers still have large stocks of cloth on hand, and these are practically the only ones that are in shape to accept orders. Cloths bought now can only be secured on a "try to deliver in six months" basis, and this is liable to spread out into a year or eighteen months. It will be easily seen that going out to secure orders from samples of lines so procured is to say the least very unsatisfactory from both buyers' and sellers' viewpoints.

MEN'S WEAR REVIEW saw samples of high-grade overcoating that the jobbers are going to ask $18 per yard for. When this is made up and cost of selling and findings added the resultant overcoat would have to wholesale for about $100.

UNIQUE ADVERTISING AT FALL FAIRS

Hamilton Dealer Uses Novel Method of Publicity—Free Suit to the First Party Discovering "Mr. Good-Dresser"— Great Interest Aroused Everywhere.

IN that section of Ontario that makes Hamilton its headquarters are held every year a number of fall fairs—fairs that draw large crowds from the residents of the surrounding country. Four of the best known of these are those held at Ancaster, Waterdown, Rockton and Caledonia.

Hamilton men's wear dealers have long recognized the importance of these fairs as advertising fields and considerable attention is paid by them to methods which will result in making the fair attendants new customers of their stores.

Begg & Co. hit on something this year which they feel will have good results.

The services of a young man were secured, one who was not connected with the personnel of the staff. He was dressed in one of three outfits selected from the clothing stock. Pictures were taken of him in each one of these, a mask being kept over his face, and the cuts secured were used in a handbill, printed to announce the advertising scheme.

This, briefly speaking, was an offer to give the first man or boy over 16 years of age who should accost this man and address him "Mr. Good-Dresser the Begg & Co., Man" a $25.00 suit or overcoat free. He Mr. Good-Dresser was to be on the fair grounds, dressed as in one or other of the illustrations given of him, and it was by the clothes worn that recognition was possible.

Members of Staff Hand Out Bills

All this information was printed on hand bills and these were circulated through the fair crowd by members of the Begg & Co. staff. It was at first intended to use young lads for this work but it was found that they failed to bring to the recipient's attention what the bills really contained and in consequence they were often stuffed into pockets before the full significance of their contents had been grasped. In consequence members of the firm who were on the fair grounds took over the distribution, and when presenting the bills called attention in each instance to the fact that "Mr. Good-Dresser" was actually on the grounds and that he had to be caught that afternoon. Interest was thereby immediately aroused and the numbers who went around accosting every one whose clothing resembled in the slightest degree that illustrated showed that Begg & Co. were being well discussed at the fair.

Much reduced illustration of bill giving details of "Mr. Good-Dresser" and giving much store news.

Soon Discovered

At each fair Mr. Good-Dresser was hailed in a short time after appearing on the grounds, but very often conditions as set forth in the bill were not complied with and identity was not divulged until this was done. As soon as the successful claimant had recognized and accosted "Mr. Good-Dresser" in the correct manner the latter presented him with a certificate entitling him to the promised suit or overcoat and then disappeared at once.

The same man was used at all four fairs mentioned, and Mr. Begg is particularly pleased with the fact that so far no Hamilton man had been the prize winner. He feels that it is much better to have a resident of the district in which each fair was held talk about the suit or overcoat he had secured free.

Drew Attention To Values

Apart from the advertising value of having the firm's name brought into prominence this way, it was found that some scheme of this kind was necessary to insure the recipient placing any value

(Continued on page 55.)

STRICTEST ECONOMIES ESSENTIAL IN 1918

In Summing up the Cloth Situation This is Outstanding — Leading Men in the Trade Advise Care With Regard to Stocks in Hand—Some Style Tendencies For Next Fall.

THE sixteenth annual convention of the National Association of Clothing Designers will be held in Hotel McAlpin, New York City, on January 10, 11, 12, 1918. After that date the clothing men of the United States and Canada will anxiously await reports, for it is possible—yea, very probable—that no such drastic methods as will be adopted regarding the conservation of cloths and labor in the assembling of men's wear will have been recorded in previous history of the trade.

It is to the credit of the clothing designers that they have long since evinced a willingness and a real desire to work in concert, from a loyal and a patriotic prompting, with the Economy Board of the Council of National Defence of the United States. Indeed, as far back as July of 1917 they expressed their willingness to work with and use their every endeavor to the end that the work of this National Committee might be made easier.

Read This

In a preamble issued by the president of the National Association of Designers he leaves no doubt as to the seriousness of the situation with regard to cloth conservation as confronting the trade for the season of 1918-19. He furthermore refers to the need of all designers attending the convention, bringing with them only the most conservative suggestions, timed to the needs of the moment.

"The unprecedented situation confronting the trade calls for deep, serious thought on our part, as creators of the fashions and styles of the American public.

"Manufacturers and retailers were prone to accept our forecast and recommendations at first, but they have ultimately been convinced that the needs are urgent, especially in the matter of woolens, and that the situation has reached a critical stage.

"In bringing suggestions to the convention for discussion, designers will do well to subordinate any tendencies they might otherwise have to the needs of the hour. Come prepared to submit your models on modest lines, and with a record of savings to be effected attached to the models, showing the exact savings in complete and detailed form."

These are a few of the pointed thoughts expressed by the president of the above association, and it is well that our readers should be acquainted with the ideas forming in the minds of those who are to dictate style tendencies for next September and later.

* * *

"The Canadian mills are doing well, I must say, and are producing some very superior goods," said a large Montreal manufacturer to MEN'S WEAR REVIEW. "It must be remembered, notwithstanding, that Canadian woolens cannot be made without the addition of a certain quantity of Australian wool—that is, to be of the greatest durability and service, it is essential that they be mixed in the proper proportions. And, of course, permits have to be secured for the importation of any quantities from the Australian market."

Serious strikes in Australia of late have held up large shipments of wool destined to Canadian mills. It is sincerely to be hoped that these may soon be en route and that the needed quantities may be forthcoming before present stocks, which are limited, are entirely exhausted.

Re Fixing of Prices

An interesting situation has developed in the United States, where President Wilson has conferred with and has asked the National Defence Committee to consider a proposal for "fixing" a price for wool. As a result of their investigations they are to bring in a recommendation. Since this request was made it has served to materially check the speculative tendencies in this commodity and the price has been somewhat steady, speculators evidently getting "cold feet" with the prospect of a set price ahead.

A licensing system of control is suggested. This would require that those selling to manufacturers would have to do so only under license, governmental regulation and supervision. It would effectively bring an end to the speculative feature.

"Free wool," coming from Uruguay and Montevideo, would come in under the same ruling, or would be subject to a "fixed" margin of profit, which would require to be normal and to not exceed, say, 2½ per cent.

The advantages of these arrangements, it is argued, would be—First, to stabilize raw material prices; second, to guarantee to producers a fixed return for their "clip;" and third, to facilitate gathering, grading, distributing and financing the wool crop.

Conservation the Thing

In view of the embargoes already effective and of those that are probable in other countries within the coming months, difficulties will continue to be accentuated rather than minimized. "The greatest care should be exercised," said a large clothing manufacturer to MEN'S WEAR REVIEW, "in the matter of conserving supplies of woollens, wherever held, for they will be well nigh irreplaceable next year."

There will be a real shortage, many think, of fall overcoatings. Some feel that the situation with regard to these is over-estimated, and that in large centres, huge supplies, sufficient for the needs of both Canada and the United States, are ample to meet the needs of one or two seasons still, if no replacing were effected. It would seem that there is good reason to accept the warnings that have been given, notwithstanding. One thing is very evident that with embargoes, restricted shipping, labor shortage and strike problems, stocks must of necessity be increasingly smaller to-day.

Meltons, it is stated, cannot now be bought, either for present or future delivery, at any price. He who has any considerable quantities of these would do well to conserve such materials.

A Word on Advances

"What, in your opinion, will be a conservative figure, representing the increases for cloths used during the coming season as against prevailing prices for the previous year," asked MEN'S WEAR REVIEW in discussing price tendencies.

To make surer of keeping within facts the manufacturer consulted his books.

"On Canadian woolens there will be an approximate advance in price of 35 per cent., and on British woolens, if obtainable, the advance will be fully 50 per cent," he said. This needs no comment on our part.

The better class of lustres will be very hard to get. The supplies formerly procured through English mills are not now to be had at all. All linings are very scarce, and the increase for these is represented in an advance to the manufacturer, for linings, buttons, threads, etc., of some 40 per cent.

Blue worsteds, now so scarce, will be replaced by tweeds, to a large extent, because of the scarcity, and also because of the abnormal costs of the former. Mills are also taking orders, for limited lots only.

The Style Tendencies

There is one undeniable fact regarding tendencies for next Fall, viz., that these will follow decidedly conservative lines. Look out for narrow trouser again. Be prepared to see fewer cuffs on these. Dissuade yourself from the belief that there will be any flaps on the hip pockets of trousers. Accept it as very probable that there will be a "standardized" length agreed upon for trousers.

Now as to suits. These will be modelled after lines pertaining to the military cuts, very likely. While conservatism will govern, there will be plenty of lines to garments, and features will be embodied which will permit of natty effects without departing from the all-essential need of conserving materials.

"Designers, until wool scarcity is relieved, will be taxed to the utmost of their ingenuity, and will require to manifest real skill and proficiency in garment designing." said one of the leading officers of the National Association of Designers. And they will show a commendable spirit, when they sense the situation and decide to conform with the economic needs of present times.

Double-breasted ideas in coats will probably be eliminated for the present. Lapels will be narrowed to some extent. Sacque suits will be restricted to an appreciable extent. Cuffs will go. Cash pockets will probably fall into disfavor and be struck out for the time being.

In the matter of overcoats, one leading designer looks upon the ulster as meeting with favor. This will probably be tailored on conservative lines with the well-liked raglan shoulder well to the fore.

Designers are now figuring that, in view of the necessities of the hour, these required restrictions will be an eventual benefit in many ways. Conservation of materials may be taught as in no other way, so that the future of the trade will have been assisted into an appreciation of values, which might fail of being grasped in the ordinary course of events.

SHALL I HANDLE PALM BEACH THIS YEAR?

This Line is Meeting With Much Success—Many Were Unable to Meet Last Year's Demand—High Prices Prevailing For Regular Cloths Will Stimulate Sales For Light-weights in Many Sections—Some Opinions of Live Dealers.

WHEN MEN'S WEAR REVIEW undertook to secure the candid opinion of leading men's wear men on the topic of summer weight clothing, it ran into a few snags. "If I had my way, I would prefer to leave the line out of my reckoning for the season. I do not feel that 'Palm Beach' clothing is a settled thing, and doubt its becoming a popular line—summer weight clothing may be all right if the season be a hot one, but because of its uncertainty I would prefer to drop it if I had my way."

Said Henry Marks, of Montreal: "I feel that Palm Beach clothing is becoming increasingly popular. It is a nice fabric, and I do not think that there is anything more serviceable or better for summer wear. Last year I could have sold 35 per cent. more suits than I carried in stock, and I did sell well nigh 250 of Palm Beach suits alone, aside from other light-weight lines."

Line Gains Many Friends

"Business men are coming to wear and appreciate the fine advantages of light-weight clothing. I used to buy a full line of old-style fabrics in the light-weight goods, and my orders for these used to run into four figures, from season to season—now I buy nearly all my summer clothing in the new popular materials."

"My sales of summer-weight clothing are much larger from year to year. In fact, I would go so far as to say that during 1917 I enjoyed an increase of 75 per cent. over the previous season in my sales of light-weight lines."

We could thus quote for the information of our readers, from other reports obtained. The following opinion certainly offers an important view.

"I show my line of summer weight suits around the first of June. It matters not whether the weather suggests such garments or not—I get them in the window and set my customers thinking about the line and the need they have for one or two suits. And if it happens to get hot then I get busy right away with my advertising campaign—if not I start this just so soon as it does get hot. On intensely warm days last summer," said one retailer, "we sold as many as 50 suits. The only regret that we had last season was that of our inability to meet the demand. We sold some 500 suits or more, and we could have sold another 200 to 250."

What to Carry

Another vital question is that of stock. "How much shall I carry?" It is essential, naturally, that the summer weight garments be ordered well in advance. Weather conditions cannot be taken into consideration and the dealer must have faith in himself. The city dealer, and the country dealer as well, would do well to weigh the matter carefully. One who has made a success of the line carries a full range, and his policy is that he shall have the size and the shade asked for when requested, so that he is bound to make the sale if the customer wants the goods at all. It might be mentioned that where the favorable results related above were there is no "watering-place." The demand has been created and exists very largely among the business men of a thriving city, who wear the suits to business.

Costs of clothing, generally, will be much higher in 1918. So will the summer weights be higher. But the advances here, as far as can be learned, will not exceed probably 15 per cent. This will permit of suits being sold for $15 to $18 and $20. In view of the increased costs of regular cloths many dealers are figuring that the request for the light goods will be larger and more frequent than in previous summers.

FUR SHORTAGE MAKES PRICES HIGHER

(Continued from page 60.)

higher for Fall than they have been for Spring.

In regard to the dye situation it is stated that American manufacturers are now able to furnish practically all the dyes required, and as regards quality the dyes are improving weekly. It is stated that the United States and Canada will never have to depend upon Germany for dyes again.

SENDS STORE PICTURES TO BOYS IN TRENCHES

(Continued from page 49.)

which allows a large square window or a smaller one, as is illustrated.

Two Lighting Systems

There is another feature about this store which is worth the attention of all merchants. One-half or every other light is on the Hydro and the other half on the Western Ontario Power System. Thus, if one system is off there is still plenty of light by which to do business. This certainly will prevent a good deal of annoyance.

SALVAGE FROM BATTLEFIELDS

Great Britain Saving Millions Through Recovery of War's Waste—45,000,000 Articles of Wearing Apparel Recovered and Treated.

THOUSANDS of bags—packed to the limit—securely sewn—thrown into waiting cars—transferred to boats—unloaded again into box cars and finally dumped into the Dewsbury military depot—bring tons of recovered garments from the war-ridden battlefields of Flanders.

Since the beginning of the great war no fewer than 45,000,000 separate pieces of military wearing apparel are said to have been taken up from the scenes of great battles, and, passing through an army of workers, are either rendered usable again or "converted" into cash through sale as rags. Shirts, hats, caps, jackets, coats, breeches, puttees, and great coats by thousands find their way back to England through a systematized department, specially created just to handle this work. Three hundred women handle this huge task and handle it well.

Huge sheds are used, into which truck-loads of these salvaged materials are run, three railway stations accommodating the tons of garments as they come in. On arrival, they are opened and spread out, when the many "sorters" set to work and garments suited to renovation and further use are set aside, while others are placed by themselves to be sold to the large junk or rag dealers. These goods, passing through specially-designed machinery, are again made up into cloth for army use. In a single day as many as 85 to 90 truck-loads have been received.

Nothing is wasted. So expert do the women become in sorting the various classes of cloth that woolens, Angolas, and linseys are readily thrown into distinct piles. Garments fit for future use are sent to large dyeing firms, where they are thoroughly cleaned, renovated and redyed. Some are reissued to the troops, while others are suited to the requirements of interned aliens or prisoners of war.

Thousands of shirts are recovered, and these are used extensively by the German prisoners of war. Gold lace, leather pouches, thousands of towels, woolen scarfs, belts and webbing materials almost without number are carefully treated, and help to swell the value of this truly remarkable salvaging project.

REDUCED SIZE OF SWATCHES MAKES BIG SAVING

A SUBSTANTIAL saving in the quantity of cloth that is used for samples by tailors to the trade in the United States is assured by an agreement which has been made as a result of conferences with the Commercial Economy Board of the Council of National Defense. A maximum of 6 by 9 inches has been fixed for such samples, and it is estimated that the reduction represents enough wool to uniform more than 67,000 soldiers. Mr. A. W. Shaw, chairman of the Commercial Economy Board, in a letter to Secretary of Commerce Redfield, states:

My Dear Mr. Redfield: We have just found out the results of one of the minor phases of our wool campaign, and I know you will be interested in them, because the saving, while comparatively small, is so clean and definitely measurable.

In the course of our conferences last summer we asked the tailors to the trade —those concerns that send out swatches of samples to retailers and make suits to order for the retailers' customers—to reduce the size of these samples. The National Wholesale Tailors' Association, representing about two-thirds of the tailors to the trade, unanimously agreed to do this. Mr. William Cahn, president of the association, and certain other members undertook to secure the co-operation of the remaining one-third. Mr. Cahn now reports that the entire industry with the exception of three firms is pledged to send out no samples larger than 6 by 9 inches. This means samples averaging 21½ per cent. smaller than last year. The cloth used for these samples last year totalled 1,037,000 yards. The saving therefore is 223,108 yards, worth, at current prices, $419,500, and representing enough wool to uniform 67,600 soldiers.

URGING MORE ECONOMY IN THE USE OF WOOL

THIS letter, just mailed to worsted fabric manufacturers by the Commercial Economy Board of the U.S. Council of National Defense, will be of interest to all:—

To the Wool Manufacturers of the United States:—

"In view of the necessity for continued economy in wool, it is imperative that all non-essential uses of wool be stopped. The Commercial Economy Board wishes to emphasize again its recommendations to wool manufacturers to aid in conserving our wool supply.

"For the Fall season of 1918 you are requested—

"1. To confine your business to the more standard fabrics and designs, reducing the number of designs to a minimum.

"2. To avoid showing designs that cannot be cut economically in the manufacture of garments and clothing.

"3. To reduce the size of your selling samples to the smallest practical dimensions.

"4. To use re-worked wool or cotton, in so far as possible, as a substitute for virgin wool.

"In order to protect the welfare of our fighting forces and to supply the essential needs of the civilian population, the country cannot endure, under present circumstances, the use of wool and cloth in any unnecessary way. Every possible saving, no matter how small, must be made because many small savings will make in the aggregate a very large quantity of cloth.

"May we have the assurance of your co-operation with the government in making these recommendations effective?"

Commercial Economy Board,
Council of National Defense

UNIQUE ADVERTISING AT FALL FAIRS

(Continued from page 52.)

on a handbill so that he would keep it long enough to even read its contents.

There are so many advertising pamphlets, booklets, fans, carriers, etc., distributed at such fairs as these that it is known much of it goes onto the ground unread and unnoticed. To make their advertising effective was the idea that Begg & Co. had in mind and Mr. Begg states that the interest aroused was sufficient, he was sure, to cause those who received hand bills to give them more than passing notice.

In the inside pages of the four page folder distributed, prices were mentioned and goods described and the readers' interest aroused by the possibility of securing a $25 suit or overcoat free, he usually digested pretty thoroughly the whole contents.

Like every other advertising proposition of this kind, it is hard to trace direct results but Begg & Co. are sure that such publicity as was secured is of immense benefit.

Another Scheme

A couple of years ago this same firm used the idea of having a huge telescope set up in the grounds of each fair, pointed towards the sun and the holiday crowd was invited to come and look through. When they did they saw a canvas sign across the end of the telescope bearing the inscription "Best Store Under the Sun is Begg & Co's." This caused much amusement and each fellow hoaxed, so to speak, hastened to find a friend that he could fool also.

Ely, Ltd., men's furnishings, Ottawa, Ont., suffered fire loss.

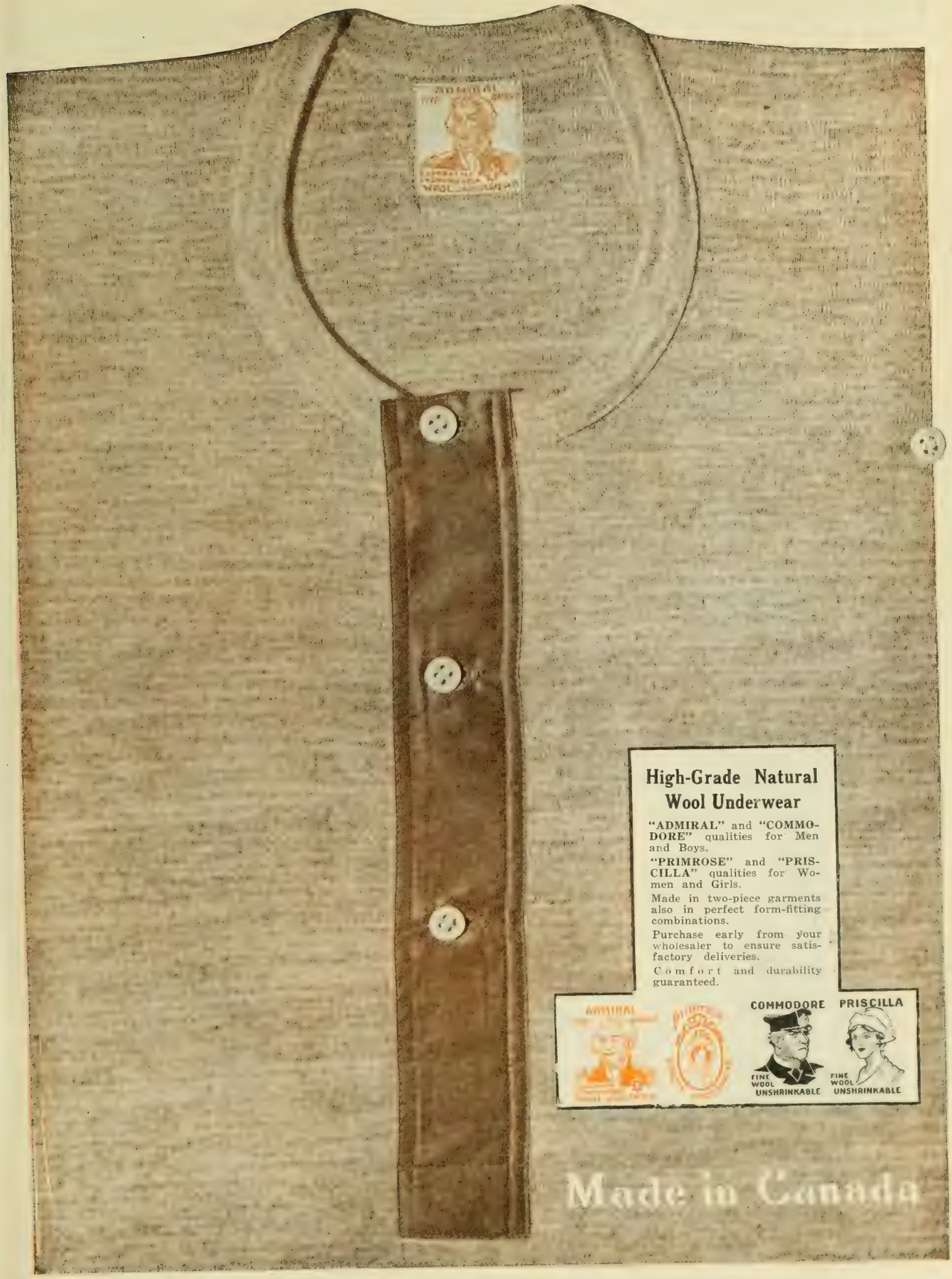
St. Laurence Cap & Hat Mfg. Co., Montreal, Que., has dissolved.

Neckwear, and Neckwear Only

IT IS, *of course, a very difficult thing to get good illustrations of goods displayed behind glass. Unfortunately the photograph from which the above illustration was made was somewhat weak, and in consequence the fine qualities of this trim are not as apparent as could be wished. The trim, as arranged in the window of Macdonald & Co., Ottawa, by Ed. Payne, was a regular winner—it certainly won neckwear trade for the store.*

Here is a neckwear window and a neckwear window only. Even the stands are trimmed with neckwear silks, and ties in profusion give the impression of a splendid stock inside, and cause the passer-by to stop and examine the various patterns. The display was made at a time when there were large crowds in Ottawa. It is not hard to understand, therefore, that this trim made many purchases for the store.

Specializing on one line so entirely might not be a good thing to do every day in the year. Once in a while, however, it is an exceedingly compelling method of drawing attention, not only to the one line, but to the store.


High-Grade Natural Wool Underwear
"ADMIRAL" and "COMMODORE" qualities for Men and Boys.
"PRIMROSE" and "PRISCILLA" qualities for Women and Girls.
Made in two-piece garments also in perfect form-fitting combinations.
Purchase early from your wholesaler to ensure satisfactory deliveries.
Comfort and durability guaranteed.
COMMODORE
PRISCILLA
FINE WOOL UNSHRINKABLE
FINE WOOL UNSHRINKABLE
Made in Canada

NECKWEAR

NECKWEAR STYLE TENDENCIES

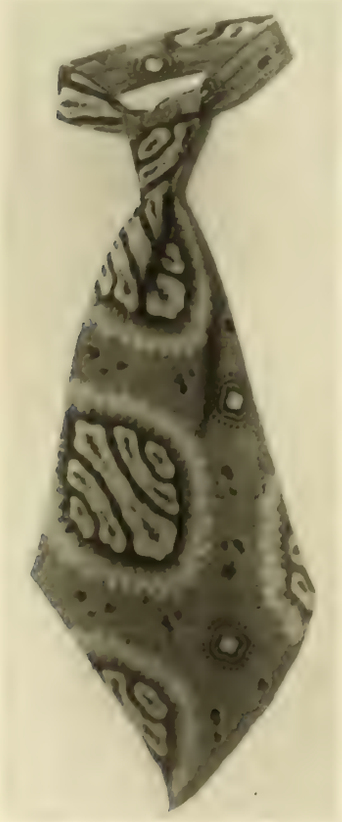
Manufacturers Will Complete Spring Range Early in January—What Toronto Stores Are Showing—Bright Colors Expected to be Good

WITH Christmas neckwear business safely out of the way, manufacturers are turning their attention to Spring lines. Some will have ranges complete about the middle of January, while others again will wait until after February 1.

As stated in last month's issue there will be practically no 50c neckwear shown, the range starting at $5.50 in most cases. Prints will have the run. it is expected, in failles, poplins and satins. Bright colorings will be good and loud patterns. Incidentally it is reported that in London, England, brighter colored ties are being worn than ever before. It is thought this is the reaction from seeing so much of the dead khaki color. Discharged soldiers noticeably swing to the louder patterns.

Supplies seem to be keeping up well, Swiss silks coming forward fairly freely during the month. New York reports plentiful supplies of silks on that market with good demand and prices well maintained.

Two Spring models shown by Tooke Bros.



One of the Spring patterns that will be shown by E. & S. Currie

Among the newer neckwear novelties that have appeared has been one that was directly influenced by the recent election.

This was a bright red silk, with a picture of Sir Wilfred Laurier appearing just below the knot. This was originally designed for the Province of Quebec and is believed to have had a large sale there.

Another novelty is neckwear of "camouflage blue," this being rather an elusive color, as the name implies, and has different appearance in different lights.

During the holiday season Yonge St. stores showed a splendid range of high-priced lines running up to $3.50 each. The silks used were mostly brocades in Persian and Oriental designs, moire velours, baratheas, poplins and similar goods. For the time prints were put aside. It was noticeable that knitted ties are included in practically every display. Neckwear houses say that there could be a good trade done in this line, if supplies could be procured. New York also reports an increasing demand for "knit" lines and bright patterns in diagonal stripes are selling well in these. Regimental colors are also being sought. These goods retail for as high as $3.50 each and have the advantage of splendid service.

Canadian manufacturers regret the difficulty that exists in procuring the novelty patterns that the trade demands, particularly in Swiss silks. The condition here is somewhat similar to that which

(Continued on page 62)

KANT KRACK
TRADE MARK REGISTERED
COLLARS
Only One Grade

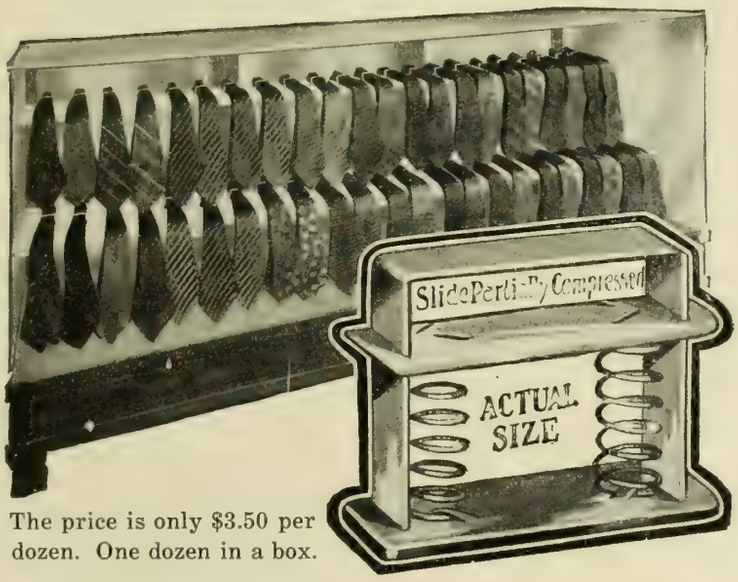
Made in Canada

12—18½

12—18½

Every KANT KRACK TRADE MARK Collar is made to sell and satisfy

Nowadays when economy is the national watchword your customers will be quick to see the advantages of the KANT KRACK Collar. It offers them what is to all intents and purposes a linen collar with many new patented features—but without any laundry expenses.



The price is only $3.50 per dozen. One dozen in a box.

Every KANT KRACK Collar is made by experts in a factory wholly and exclusively devoted to collar production. The demand is good in your community. Be ready to meet it.

Get those nice Spring ties displayed on the

ONLI-WA Tie Holder

and they'll sell quick. It's the most convenient way too. Any tie can be removed without disturbing the others.

May we send you particulars of the KANT KRACK and "ONLI-WA" proposition?

The Parsons *and* Parsons Canadian Company

Makers of the famous KANT KRACK composition collar

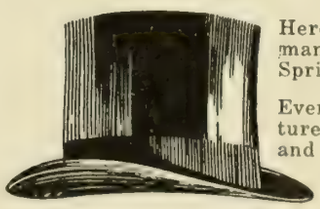
Est. in U.S.A. 1879 HAMILTON, CANADA Est. in Canada 1908

LARGEST CANADIAN DEALER
ADEL. 760 WASTE PAPER
E. PULLAN TORONTO

CONDENSED ADVERTISEMENT

EXCEPTIONAL OPPORTUNITIES FOR SMART YOUNG BUSINESS man capable of managing a first-class men's clothing and furnishing shop in the heart of the City of Montreal. Must be aggressive and ambitious, with clean record of past services, and experienced as manager. Apply by letter, stating full particulars, to Box 155, Men's Wear Review.

SILK HATS



Here's a distinctive young man's model from our Spring, 1918, range.

Every silk hat we manufacture radiates superior style and finish in every detail. The hats that please the careful dresser.

Order your silk hat supplies from the largest and best equipped silk hat factory in Canada.

GEO. PROVENCHER

166B ELIZABETH ST. - MONTREAL

Established 1894

If interested, tear out this page and keep with letters to be answered.

HATS and CAPS

FUR SHORTAGE MAKES PRICES HIGHER

Canadian Hat Manufacturers Have Fertile Field But Face Difficult Problems — Imported Hats For Spring But Fall Shipments Indefinite—Fewer Travellers For Small Centres—Selling Heavy For Future Delivery.

THE fur situation continues to be the dominating factor in the situation as regards the manufacture and distribution of hats. With the curtailment of imports of English and Italian hats, the Canadian field is a very fertile one on which Canadian manufacturers should thrive; but there are difficulties to be overcome which at times appear to threaten the industry even in Canada. The fur situation is undoubtedly serious though developments of the next few months may prove that the seriousness is more in regard to exceedingly higher prices for hats rather than an actual famine of this essential raw material.

Shipments of fur from England to American manufacturers are very light. It was predicted in the last issue of MEN'S WEAR REVIEW that prices of felt hats manufactured in Canada would soar very high if English shipments of fur were cut off, as was considered probable at that time. While an absolute embargo has not been declared on fur exportation from England, supplies have been sufficiently diminished to necessitate the increase and compel American and Canadian manufacturers to look around for other sources of supply. Many causes are combined to interfere with the English supply of fur, but the cutting off of the Australian supply of rabbit fur is undoubtedly a big factor in the situation.

Partial Famine of Fur

Recent advices from a large fur dealer in New York in regard to the outlook for the hat industry predict very high prices with a partial famine of fur a possibility. Orders are being accepted by United States manufacturers subject to sellers' option for delivery.

Prices of fur in New York are $1.00 per pound higher than they were in September last. This advance means an increase of $3 per doz. in the price of hats. Local jobbers state that there will be no more $21 per doz. hats sold in Canada for delivery after Feb. 15. Hats may be obtainable at this price when one-half of the order is for hats of better quality. It is predicted that within six months the cheapest hat on the Canadian market will be $27 to $30 per dozen.

The elimination of English and Italian hats from the Canadian market is not anticipated by the trade in Canada. There is a good supply of these hats on hand for Spring, 1918, though the outlook for Fall, 1918, trade in imported hats has not taken very definite shape as yet. Hat shipments from England continue to arrive despite the difficulties which face their exportation from the Old Country, and it is evident that for some little time at least Canadian manufacturers will not have exclusive field. Deliveries from foreign markets will undoubtedly be rendered more difficult in future, but evidence of the fact that these manufacturers will continue to be represented in the Canadian field for some time is found in the fact that a new Italian hat —new at least to this market—has been announced recently.

Active Selling for Future Delivery

Jobbers report active selling throughout the country. Immediate sales are not heavy, but this tendency is compensated for in the heavier buying for future deliveries. This condition of affairs indicates that dealers generally are confident that trade will come in good measure when the first effects of the application of conscription have passed. For this reason sorting of hats for Spring is expected to be unusually heavy. Higher prices have been generally expected by the trade, and owing to the fact that adequate forewarning was sounded, jobbers report little difficulty in explaining the situation.

While the dye situation continues acute in England, there is increasing evidence that the difficulty has been pretty well solved in America. Canadian manufacturers are reporting better results from American dyes and it is gratifying to note that American dyes are now being produced in sufficient quantity to more than meet the demands. Evidence of the growth of the United States dye industry is found in figures issued by the United States Bureau of Foreign and Domestic Commerce. These figures indicate a gain in exports of aniline colors during September, over the preceding month, of $66,800. This represents an increase of 21.8 per cent. and has been achieved in the face of heavy demands made by the domestic market as well as increasing demands for chemicals used in dye manufacture by the munition industry of the United States. With this difficulty removed Canadian manufacturers have to solve the problems of securing fur supplies and sufficient labor.

There is a big market for Canadian manufacturers and they unanimously express confidence that they can meet the situation if labor and raw materials do not become too scarce.

No Travelers for Small Centres

An announcement of importance to men's wear dealers in smaller centres is to the effect that it is possible travelers from hat manufacturers will not call upon them for orders for Fall, 1918, hats. A shortage of help and an endeavor to cut expenses to the minimum and thereby reduce the price of hats to the lowest scale, has inspired this action on the part of some Canadian manufacturers and jobbers. Dealers who are likely to be affected by this announcement should endeavor to arrange to come to some central point to examine samples and place orders. These merchants in future may have to plan to come to the market if it is in the best interests of the trade under existing circumstances to eliminate the practice of the market going to the dealer.

Last minute advices to MEN'S WEAR REVIEW from one of the foremost hat manufacturers of the United States, in connection with the industrial situation, are to the effect that though there is a decided shortage of furs and prices are high, quotations are being advanced weekly. It is stated that fur cutters have sold the fur from practically all the skins that are in sight. Some United States concerns are prepared to ship all their orders for Spring delivery and are trying to protect themselves for next season, but prices will of necessity be

(Continued on page 54)

The J. B. Goodhue Co. Limited.

Rock Island. P.Q.

MAKERS OF STAR BRAND
RAILROAD
OVERALLS

Prove all things and hold fast to that which is good.

For a quarter of a century Star Brand Overalls have been the standard of high grade garments.

To-day, the dependability of Star Brand Overalls has made them the Big Things with discriminating Railroad Men, Farmers and Mechanics.

Made to give satisfaction and they give it—always. Take no chances. Keep stocked with Star Brand Overalls and retain the good-will of your customers. Due to the severe advances in cottons, Spring prices will be much higher. Send in your order to-day and reap the benefit of present prices.

STAR BRAND OVERALLS

MADE ONLY BY

The J. B. GOODHUE CO., LIMITED

ROCK ISLAND, QUE.

Made in Stripe, Blue and Black, and sold from Coast to Coast

OUR BEST SELLERS in a VELOUR TWEED

Mixture of Black and White and
Brown, Green and White effects

For the time we have been in business the *Boston Cap Co. have proved* to the merchants and to the people who are wearing their caps, that they have always received real value for their money.

Our travellers will be on the road the first week of January with a complete line of *Fall and Winter samples for* 1918. Kindly hold orders until you have seen this splendid line, when you will be able to judge for yourself of the values offered.

BOSTON CAP COMPANY

Wholesale and Retail Manufacturers of Hats and Caps

338 ST. URBAIN STREET - MONTREAL

If interested, tear out this page and keep with letters to be answered.

BOOM IN MILITARY SUPPLIES

(Continued from page 46)

lery and army service soldiers and the former for infantrymen.

Puttees and lanyards are also in good demand. The former are very hard to get owing to the fact that the chief English source of supply has been badly interfered with lately and the Canadian or United States puttees are of inferior texture.

Badges and breeches are often asked for but are not stocked in the Macdonald store. When a request is made for these articles they are secured specially for the customer.

Bachelor Buttons—Playing Cards

Bachelor buttons are also a very necessary part of the soldiers' kit and one which oftentimes gets depleted. Bachelor buttons and playing cards are two articles which are generally overlooked in making up the overseas parcel. Both are very much in demand by the soldier on active service, however, as is proved by the brisk demand for these articles when they are suggested to the customer in connection with military supplies for the overseas parcel.

Socks are always acceptable by the boys at the front and form an important part in the military supplies department of the Macdonald store. Khaki socks are difficult to get at the present time owing to a shortage of dye. For this reason grey socks are featured for this class of trade. The lighter socks have been proved to be better for the feet in any case, especially where considerable marching is done.

A complete range of soldiers' requirements is to be found in the Macdonald store and these are arranged in effective manner to catch the eye of those looking for some suggestions for the overseas parcel. Considerable trade is done with the soldiers stationed locally, but in this case a greater volume of supplies is sold to relatives desirous of sending parcels overseas. The prevailing military spirit undoubtedly does much to encourage business in military supplies, but the men's wear dealer himself has a good deal of influence over the matter and can often render effective service by constantly keeping on display, either in the window or on the counter, some articles which would be welcomed by the soldier overseas. The suggestion is in most cases sufficient to develop trade along this line, and it is expected that such development will do much to balance business during the time that the greater number of the country's men are in foreign lands fighting the nation's battles.

THE WHY AND HOW OF THE INVENTORY

(Continued from page 43)

inventory sheet that is usually considered the most efficient. Some neglect the selling column entirely but whether the extension is followed out or not the value of entering same in the records has already been touched upon. As to the exact ruling of the book that is a matter of detail and as long as the results are accurately ascertained it matters little. Accuracy, however, is the essential thing in the inventory as incorrect or carelessly acquired figures may well prove worse than none at all as they may be the means of confirming some badly mistaken ideas that the merchant may have about his own business.

HEADED VICTORY LOAN.

W. B. DEACON, president of Deacon Shirt Co., Belleville, was Chairman of the County of Hastings organization for raising the Victory Loan. They set $805,000 as the amount for Hastings County, but by careful organization the county has turned in over $2,000,000, and Mr. Deacon states if time had permitted the county could have added much more to that amount. The farmers through this section have done well.

ARLINGTON COMPANY HAS NEW SELLING SYSTEM

THE Arlington Co. of Canada, Ltd., are changing their selling system, replacing the method of disposing of their goods through commission agents with a special selling staff—this to the end of keeping in closer touch with merchants and users of cleanable collars. New offices are being opened, the head office and sales room being at 76 Bay Street, Toronto. F. J. Coulter is in charge of the Western office, which is located in the Travellers' Building, Winnipeg; while A. Rose, who will look after sales in Quebec and the Maritime Provinces, has offices in the Read Building, Montreal.

THE SALESMAN'S WIFE.

Head of N.C.R. Co. Wants To Know the Part She Plays.

How important a factor is a man's wife in his success as a money-maker?

John H. Patterson, president of the National Cash Register Company, intends to know exactly—and he is looking for the answer in dollars and cents. He is experimenting along original lines with his entire sales force.

The experiment had its beginning recently when more than 500 wives of sales agents and salesmen of the National Cash Register Company from all the United States and Canada met at Dayton, Ohio, for a business convention. It was exclusively a woman's affair, the husbands remaining home attending to their regular work.

In a series of sessions, the wives were let into the secrets of the cash register business. They were told all about the company's policy, methods of selling and profits on sales. They were taken through the factory to learn how cash registers are produced. They were informed of the usefulness of the cash register and the problems with which salesmen have to deal. And they were instructed how to assist their husbands in becoming better salesmen.

Of all the business innovations which Mr. Patterson has sponsored—and he was the promoter of many now in general practice in business—this is unquestionably the most radical. Because of this fact, the Dayton convention is of particular interest.

It was held in the famous N.C.R. "school house," a large hall built especially for conventions and entertainment purposes.

NECKWEAR STYLE TENDENCIES

(Continued from page 58)

prevails in the British cloth market. Mills can sell all they can produce in staple patterns, so why worry about new designs? Most of the bright new patterns are in United States and Japanese prints and this accounts largely for the latter's popularity.

Some plaids will be included in Spring ranges and there will be a tendency to buy a few more stripes than has been the case for the past year.

Wash neckwear is expected to have a good run for the coming summer as it is known that most retailers had a good season in this line in 1917. There will not be noticeable price changes in this range, although qualities will be slightly deteriorated. It will, however, still be possible to get a very fair range for $2.25 a dozen.

ARMY CLOTH STANDARDIZED

To enable army officers in England to purchase their uniforms at a more moderate price the War Office has launched a scheme for the standardization of the cloths used. There will be fifteen standard varieties of material for breeches, coats and overcoats, and the prices will be Government-controlled from the raw wool stage to the completed garments. The tailor will not be allowed to charge his officer customer more than a certain maximum, which will enable the officer to outfit himself with breeches, coat and greatcoat for something under $50.

No restrictions will be placed on the prices tailors may ask for clothes already in stock. The new standard cloths will be distinguished by a narrow yellow and white stripe on the selvedge.

NOTES

J. O. Trotter, men's furnishings dealer, Calgary, Alta., is discontinuing business.

The Regal Shirt Company, Ltd., has been granted an Ontario license from date of October 16. W. C. Cairns of Hamilton has been appointed attorney.

Premier Hat Shops Ltd. has been incorporated at Ottawa with a capital of $40,000 to carry on business as wholesale and retail hatters, haberdashers, tailors, hosiers, glovers, exporters and importers. Agencies and branch stores will be established.

MacLean's Magazine

for JANUARY

Chasing the Submarine—by a Canadian

A CANADIAN, whose name is withheld, in the Motor Boat Patrol Service in the North Sea, tells in the January MacLean's the story of the work and life and triumphs of the Service to which he is attached. It is a fine performance by MacLean's to get this story for the Canadian people. Successes of this sort have made MacLean's go far forward in public favor during past months.

If the horrid and terrible submarine warfare and the conquest of this pest of the deep interest you, learn more about submarines and their capturing in the January MACLEAN'S, and pass on to others the news of this unsigned contribution.

Ships—more ships—and yet more ships

THIS is a very strong article which Miss Agnes C. Laut contributes. As usual she is very well informed. Regarding the duration of the war she voices American opinion when she says that it is likely to be long drawn-out. The United States people are buckling down to a stern struggle. At this time we want very much to read what well-informed, virile thinkers and writers have to say about the war, since things are not any too bright in certain directions. Miss Laut has a good deal to say about the shipping programme of the United States, and certainly she gives facts and sets us thinking as few writers do.

"Jim" by Robert W. Service

A POEM by this strong poet—a poem wrought amid the smoke and hell of battle, yet fanciful and tender. One wonders how men can write fanciful verse amid surroundings that seem so adverse to thinking and writing, yet some gifted can detach themselves and let fancy play; or is it that their minds see through the real and horrible—through the immediate environment into inner things? Whatever it may be, we ought to be glad for the verse that men like Service give us, remembering how and where it is produced.

Adam and Arthur William Brown, Brothers

ADAM BROWN is a Canadian short story writer of large promise. His brother, Arthur William, is one of New York's foremost illustrators. Both brothers have joined their gifts to make Hannibal Helps a mighty good feature of the January MACLEAN'S.

A New Serial by Alan Sullivan

ALAN SULLIVAN'S recent novel, The Inner Door, is being well received. Perhaps we have no better novelist of his type in Canada to-day. He writes books that show introspection and fine analysis. This serial, The Magic Makers, adds venture and mystery to psychological study, and is a rare good thing. Arthur Heming illustrates the story, which begins in Scotland and is transferred to Canada where the stage is set.

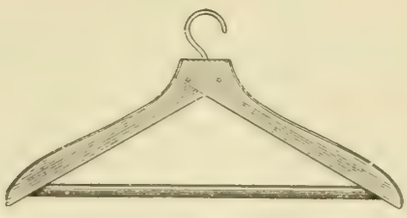
The Regular Departments of MacLean's

REVIEW of Reviews, Women at Work, The Business Outlook—are present in goodly measure. Oppenheim's The Pawns Count, Trench Pictures, and first-class illustrations by artists of note help to make the January MACLEAN'S good value for money.

At All News Stands, 20c.

Taylor-Made

Boys' Garment Hangers



Boys' No. 33B Coat Form with Trouser Bar, 15 in. wide,
$7.50 per hundred

The Taylor Mfg. Co.
Hamilton Ontario

BEST WISHES

to our Customers and other Friends for a Merry Christmas and a Happy New Year.

May the new year bring Peace and Prosperity to all.

H. E. Davis & Co.

Manufacturers of the "Davis Storm Resista" High-Grade Waterpoof Clothing for Men, Women and Children

117, 119 and 121 St. Henry Street
MONTREAL, CANADA
TELEPHONE MAIN 5445

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MADE IN CANADA

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

MADE IN CANADA

"DOMINION" RAYNSTERS

PRINCETON

STAR

The dressy appearance of a raincoat depends upon the cutting. That is why DOMINION RAYNSTERS are distinctive. Our designers are specialists and know how to give each garment that trim, stylish effect, so much appreciated by careful dressers and wide-awake buyers.

The medium-priced DOMINION RAYNSTERS, illustrated on this page, are proof of that fact.

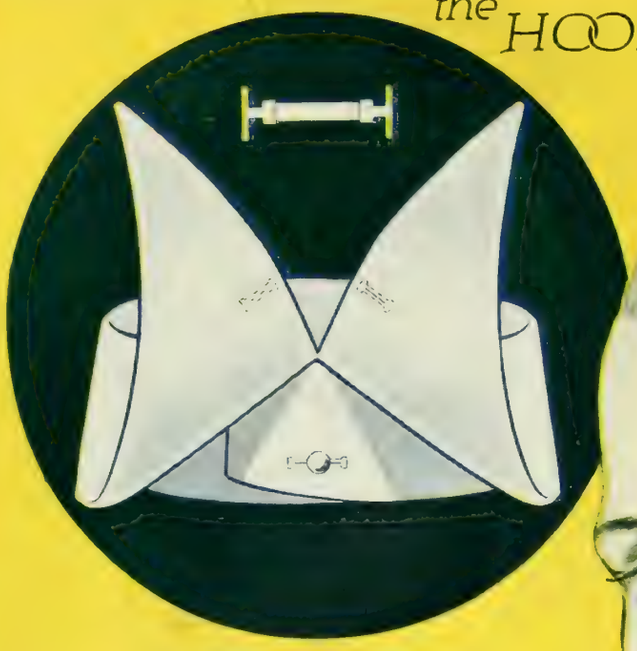
For further information, write to our nearest branch.

Canadian Consolidated Rubber Co.
LIMITED
HEAD OFFICE: MONTREAL

Service Branches	HALIFAX	TORONTO	NORTH BAY	SASKATOON
	ST. JOHN	HAMILTON	FORT WILLIAM	CALGARY
	QUEBEC	KITCHENER	WINNIPEG	LETHBRIDGE
	OTTAWA	LONDON	REGINA	EDMONTON
		VANCOUVER	VICTORIA	

"DOMINION" RAYNSTERS
THE GOOD RAINCOATS

the HOOK ready to adjust under tie



the TOOKE SOFT COLLAR HOOK

NO WRINKLING HERE

a new idea that eliminates unsightly wrinkling, button-holes & pin-holes, bringing the collar points down into their correct position

the HOOK adjusted under tie

TOOKE BROS. limited MONTREAL

FEATURING CLOTH-CONSERVING CLOTHING STYLES

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII. PUBLICATION OFFICE: TORONTO, FEBRUARY, 1918 No. 2

MOVED!

We have found it necessary to secure more room for present requirements and future development and have removed to

Our Own New Building

COR. RICHMOND AND DUNCAN STS. TORONTO

This gives us one of the largest and best equipped plants in Canada where we can serve you promptly and efficiently. Will you come and see us? You're welcome!

THE KING SUSPENDER CO.
THE KING NECKWEAR CO.

Makers of famous "EZE," "KING SUMMER," "TIGER" SUSPENDERS and "STAY-IN-SHAPE" PAT'D CRAVATS.

King
QUALITY
GUARANTEED

H.B.K
BRAND.

How About Gloves *for* Easter?

If there is one time in the year that a man is sure to buy a pair of gloves

It is at Easter.

Are You Ready for Your Share of This Glove Business

If you are,

You have your stock of H.B.K. Goods

If you are not,

See the H.B.K. line at once.

Quick action necessary to get Easter delivery.

The style, quality and variety of the range are up to the high standard of excellence which the trade expects from this house.

The Hudson Bay Knitting Co., Limited

MONTREAL

Manufacturers of

"Gloves for all occasions."

75c. Suspenders

THE latter part of 1917, on account of rising costs, the alternative confronted us of cutting quality to meet a demand for a continuation of 50c. price on our branded lines or of advancing the retail price to 75c.

WE concluded that the public wants the quality for which our trade-marked and branded lines have always stood, and the retailer would have little difficulty in getting the 75c. price; that he would indeed fail to satisfy his customers who expected the old 50c. quality by selling a 50c. suspender.

THE 50c. suspender cannot now give what has come to be looked for in Dominion Suspender Company branded lines, such as the *President*, *Texend*, *Bull Terrier*, *Kady*, *Whiz*, etc.,—endurance, comfort, appearance.

IT seems certain that the 75c. price will, during 1918, obtain generally for suspenders. The change comes as rationally as did the change in recognized necktie prices from the old 50c. price to 75c. and $1.

WHERE quality is wanted the price must now advance. The Canadian man wants quality suspenders. We guarantee the quality in all our branded lines to be the same as it has been for years.

The Dominion Suspender Company
Limited

Niagara Falls, Canada

About your next assortment of Underwear

Make sure the line you stock has the quality, the fit and the all-round money's worth that will make a satisfied customer with every sale.

Atlantic Underwear guarantees you all three. When you sell a man a suit of Atlantic Underwear you can rely on his further patronage because this brand will measure up to his expectations of what real good underwear should be.

Maritime wool seasoned by the salt-laden Atlantic breezes—expert workmen—a factory equipped with every modern facility for the making of good underwear—these are some of the factors which go to make "Atlantic" the standard of underwear satisfaction.

The proof of our statements is at your service. Have your wholesaler show you a complete assortment—to-day.

Atlantic Underwear, Limited

MONCTON, N.B.

If interested, tear out this page and keep with letters to be answered.

Your department of tailoring will appeal to a larger clientele

when you instal the "C.N.R." Made-to-Measure Service.

Representing the utmost in fine tailoring and correct fit and the most authentic version of up-to-the-minute styles this special measure tailoring service is just what you need to win the custom of the better class trade.

Our prices are remarkably low—cut just as close as the quality will permit. Add to this the splendid service to the customer, the generous profits, and you will see that our proposition is worthy of investigation.

By timely and judicious purchases and a conservation of our resources we are enabled to offer a splendid collection of fabrics for the coming season.

Our dealers are seldom hampered by early cancellation of patterns. We offer many advantages. Our service is elastic and adapted to present war-time conditions.

May we explain further? Ask us.

Coppley, Noyes & Randall, Limited

Hamilton, Ontario

If interested, tear out this page and keep with letters to be answered.

CRESCENT SPRING and EASTER NECKWEAR

Comprising many new and beautiful patterns and colorings in the always popular

Swiss Silks

Prices $5.50 to $12.00 and each line a winner.

Easter is early this year. Be ready for the demand.

Full range now in the hands of our salesmen.

Crescent Manufacturing Co., Limited

Montreal

Sample Rooms—Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N.B., Halifax

If interested, tear out this page and keep with letters to be answered.

Peck's

MADE-TO-MEASURE CLOTHING

NEW SPRING SETS

are now going out from our Made-to-Measure Department

PECK'S Made-to-Measure Clothing offers you in this line of tailored garments a positively unequalled service. Every suit reaches you with our absolute guarantee of satisfaction. Dealers who have secured one of these agencies are enthusiastic over it.

A PROPOSITION FOR YOU

We are open to appoint a number of established dealers or special representatives at several important centres. Will be pleased to furnish information, with reference to complete outfit, with which we equip you for securing and handling made-to-measure business.

As these agencies may be closed any time, we advise immediate enquiry. To facilitate matters, all correspondence from Port Arthur east should be addressed to our Montreal office, and from points west to Winnipeg office.

John W. Peck & Co., Limited

MONTREAL **WINNIPEG** **VANCOUVER**

If interested, tear out this page and keep with letters to be answered.

Milne's Neckwear News for February

FOR SPRING

WE will show, for a limited time only, a large and varied range at $4.25. Included in this are the latest foulard prints of splendid quality.

Other wonderful ranges at different prices—$5.50, $8.00, $10.50.

The illustration shows a tie from our $5.50 range—a beautiful and novel Ombre stripe.

WILLIAM MILNE

50 York Street Toronto

New lines continually arriving. *Always inspect the Milne offerings*

WEARING THESE CLOTHES
MEANS HE IS WELL DRESSED
AND—
HE REALLY DOES WANT
TO BE WELL DRESSED
SO—
BEING WELL DRESSED IS
MERELY A MATTER OF HIS
KNOWING THAT YOU SELL

ART CLOTHES
COOK BROS. & ALLEN LIMITED
TRADE MARK

If interested, tear out this page and keep with letters to be answered.

THE wear 1 best BRAND

Putting the New Wear-best Values "Across"

Will be easy because the originality and creative ability of our organization have made the Wearbest lines remarkable in style, value and all round excellence.

With fabrics that are usually attractive and prices as low as quality will permit, "Wearbest" sales are certain to be lively and liberal retail profit makes selling effort on your part worth while.

See for yourself the real values of "Wearbest" Clothing. Let us show you what we've got—then compare with any others you wish.

HIGH SCHOOL CLOTHING—
A New Department

On account of the large number of young men going to the front, wise merchants are paying more attention to the boys 15 to 20, who begin their first long pants. To take care of this increasing business, we have added a new department showing wonderfully snappy stuff for High School boys.

The Wearbest Clothing Mfg. Co.

Makers of Stylish Clothes for Men and Young Men

149 NOTRE DAME ST. W., MONTREAL

Taylor-Made

Garment Hangers

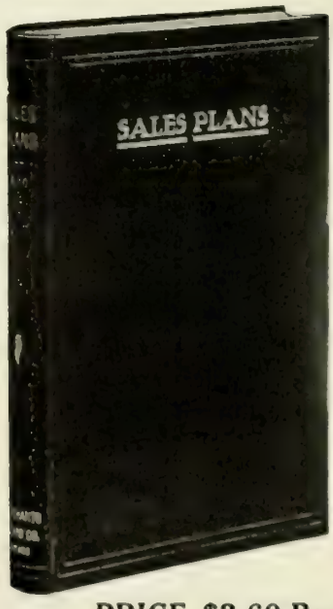
No. 74B

$12.50
per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.
Hamilton Ontario

Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

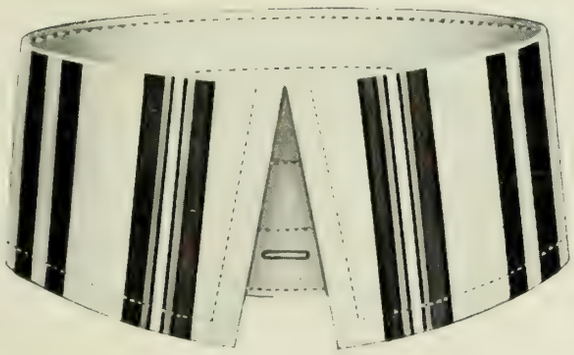
PRICE $2.60 Post Paid

Sent postpaid only on receipt of price.

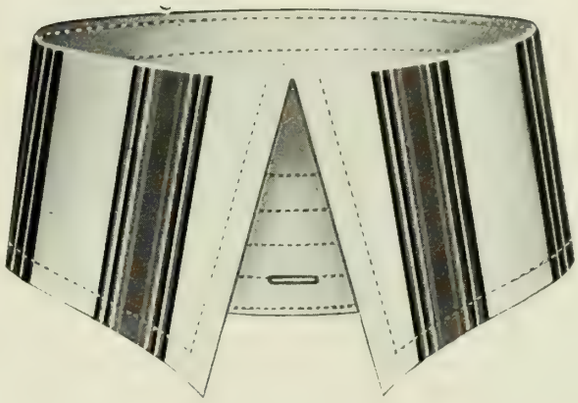
TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-153 UNIVERSITY AVENUE :: TORONTO

If interested, tear out this page and keep with letters to be answered.

Nobby Colored Stripe Silk Collars



98 { Height at Back 2″
99 { Points 2½″



194 { Height at Back 2″
{ Points 3″

98, assortment of four colored stripes to the dozen.

99, groups of fine hair-line stripes, assorted colors, green and blue, blue and red, helio and green.

194, seven assorted colored stripes.

The inner and outer bands of these collars are faced with a fine quality pongee and the inner bands are quilted with fine stitching.

Now In Stock Immediate Delivery

Send for an assortment at once.

Sizes 13½-16. $4.00 *per dozen.*

TRADE W.G.R. MARK

The Williams, Greene & Rome Co., Limited

KITCHENER, CANADA

"The excellence of the product has established the brand"

If interested, tear out this page and keep with letters to be answered.

A Comparison of Values

in 1918 clothing offerings will clearly demonstrate the superiority of the "K. & S." range.

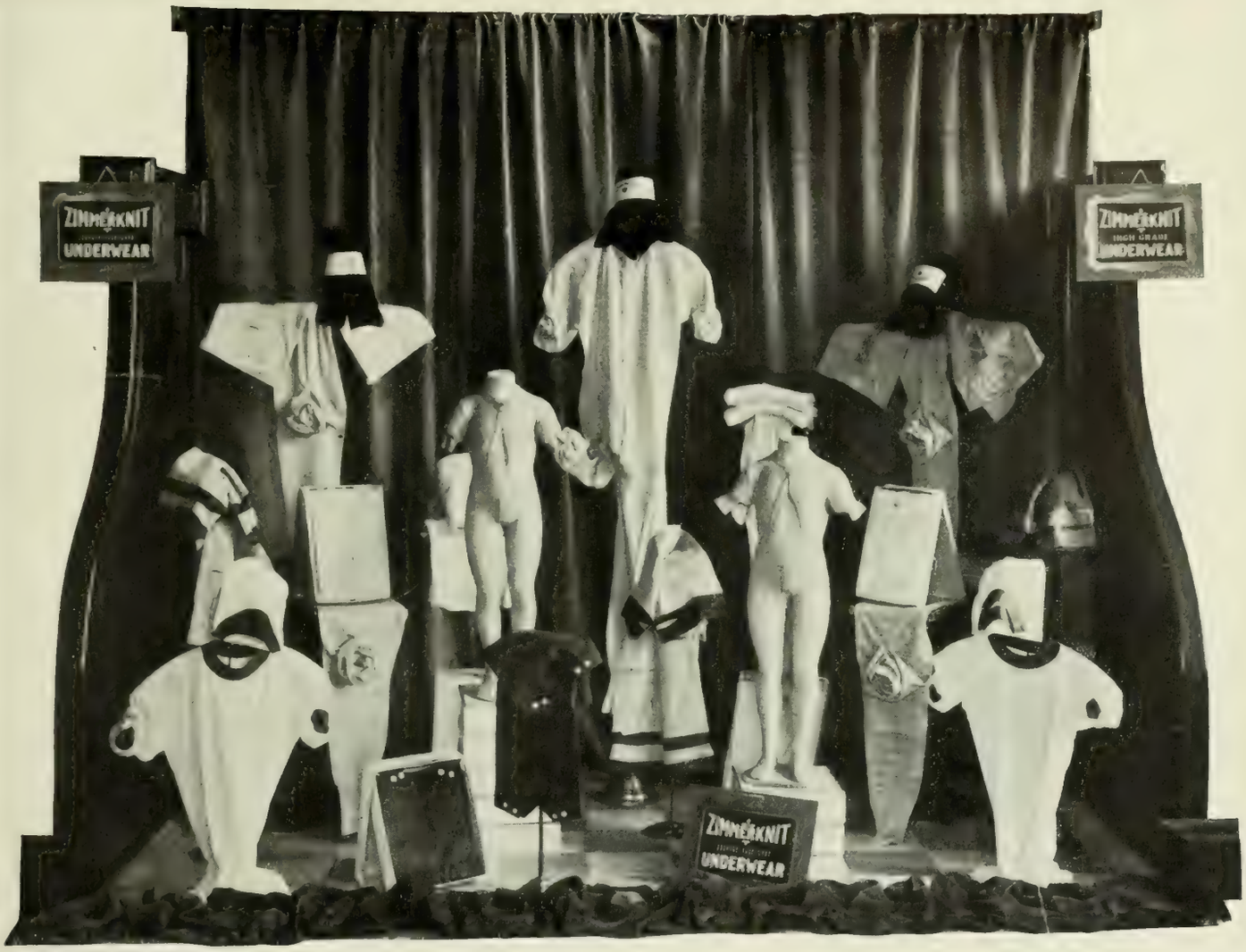
For "K. & S." clothes are just right. They excel in the little things—the essentials that embody style, comfort and all round salability.

And the range is sufficiently varied to enable you to satisfy the conservative man as well as the more fastidious dresser demanding the up-to-the-minute style, fit and individuality that "K. & S." clothes so fully give.

Kaplan, Samuelsohn & Co.

MONTREAL

If interested, tear out this page and keep with letters to be answered



Window Dressing Suggestion

No. 1.

ZIMMERKNIT

The background is rose velour and the flooring is made of velour cardboard to match, the squares being 8″ by 8″.

The window is 4 feet deep and 9 feet wide.

This arrangement is bright and attractive. Enough material is used to make a good display, yet overcrowding (a very common fault) is avoided. Note the Hatch One-Button Union Suits.

Look for Zimmerknit Window Suggestions in future numbers of MEN'S WEAR REVIEW. An expert window dresser has been engaged to prepare these suggestions for Zimmerknit dealers.

Zimmerman Mfg., Co., Limited, HAMILTON CANADA

If interested, tear out this page and keep with letters to be answered.

AVENUE BRAND
Boys Suits *and* Overcoats

The "Keens Building," 60,000 square feet of floor space; light, bright and sanitary. An ideal home for "Avenue Brand" clothes.

Our recent move from 107 Front St. E., to our new home at 185 Spadina Ave. (one block north of Queen St.), will mean much to our many business friends because the greater facilities we now possess will make possible a tremendously improved service all round.

We wish to thank our patrons for their steady support which has made this expansion and development possible. And to those dealers who are not yet acquainted with the popular AVENUE BRAND BOYS' SUITS AND OVERCOATS we would suggest an immediate examination of our values. At a time when the boys' trade is so well worth securing you cannot afford to go without the best boys' line of all.

Our travellers are at your service. Write to-day for appointment.

The W. J. Keens Company, Limited

Successors to C. M. Gilchrist & Co.

Wholesale Clothiers

185 Spadina Ave., Toronto

Phone Adelaide 4168-4169

If interested, tear out this page and keep with letters to be answered.

Wait for our Salesman

Our travellers are now out with a full range of

"MONARCH-KNIT" SWEATERCOATS AND HOSIERY

You will be pleased with our range of Men's and Boys' Mackinaws. We invite your careful inspection.

Your customers will ask for **"MONARCH-KNIT"**

"MONARCH-KNIT" HOSIERY

We are showing some interesting values in Men's Hosiery for Fall, 1918. It will pay you to see our range.

Every pair of Monarch-Knit Hosiery bears our "trade-mark" and is guaranteed to look well, wear well, fit well.

Our traveller will be calling on you and will be pleased to show samples.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED
MADE IN CANADA

HEAD OFFICE: DUNNVILLE, ONTARIO

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's, Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc. Also Hand Knitting Yarns, suitable for Knitting Soldiers' Sox, etc.

If interested, tear out this page and keep with letters to be answered.

"ALL ABOARD"

For a bigger Overall business with

"Railroad Signal" OVERALLS

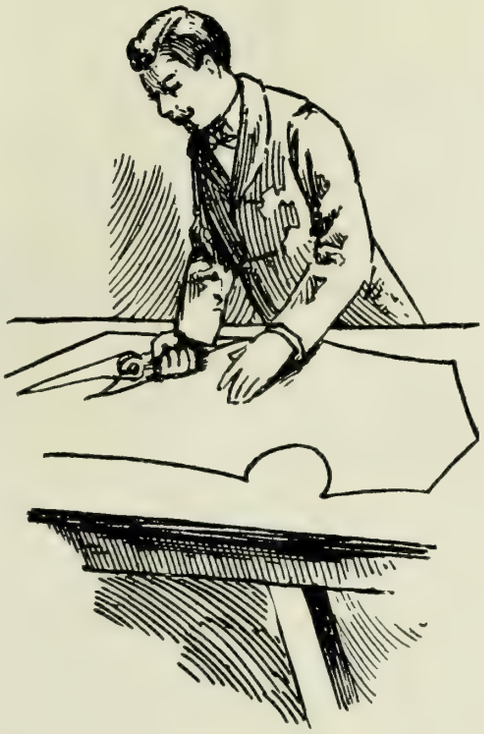
The Overalls that will keep your customers smiling and give them "The Right of Way to Comfort."

MANUFACTURED BY

The Kitchen Overall & Shirt Company, Limited

Head Office and Factory — Brantford, Ont.
Branch Sales Office — 279 College St., Toronto

If interested, tear out this page and keep with letters to be answered.



This is the Label that the good dressers of Canada look for— which is attached to the pocket of every Fit-Reform garment.

MADE-TO-MEASURE
In a Class by Itself

Fit-Reform Made-to-Measure Clothing has always been, and still is, in a class by itself.

There is a quality, a distinctiveness, a perfect fitting, comfortable, well-dressed feeling about one of these suits that pleases as no other garment can.

You can sell any customer a Fit-Reform, Made-to-Measure Suit, with our positive guarantee behind you.

Our New Spring Samples are now being sent out together with complete equipment for a successful Made-to-Measure business.

If you are interested in a first-class service of this kind, write us for further particulars.

E. A. SMALL COMPANY, Limited

—the first in Canada to manufacture Tailor-made Garments for Men.

8 BEAVER HALL HILL - - MONTREAL

If interested, tear out this page and keep with letters to be answered.

The Tailored Evidence

is back of every statement and claim put forward by us on behalf of the clothing snaps we now offer you for the coming Fall and Winter.

There is everything here to command attention and create sales — Different Designs, Honest Tailoring, Perfect Fit and Big Money value.

Let us show you what we have.

Union Clothing Co., Ltd.

285 Notre Dame Street W.
MONTREAL

If interested, tear out this page and keep with letters to be answered.

The Lang Shirt

Made-in-Canada

Buy Carefully But Buy Now

With the military taking up so much of the cotton output shirtings must advance still more sharply. We have on hand remarkable ranges for Fall—values you will be unable to receive for Spring, 1919. We do not counsel speculation in shirts, but we do counsel covering requirements fully with Shirts. They insure satisfied customers. Made with your name on label if you so desire.

Boys Shirts and Blouses

Lang Blouses will add attractiveness to your important boys' department. We have a truly wonderful range. Write us and we will see you have an opportunity to inspect this line.

The Lang Shirt Co., Ltd.

KITCHENER, ONT.

Semi-ready
Tailoring

Making Men's Clothes to Special Order

ASK any merchant. He will tell you that the net wholesale price of a made-to-measure Semi-Ready Suit is $2 to $4 less than any other tailoring in Canada.

A DECIDED advantage — but some merchants think this is offset by the fixed price label in the pocket. Yet with the customer that is one big advantage in buying Semi-Ready Clothes. And good-will value is worth more than an occasional rich profit haul.

WE have only 50 Special Order sets to spare this season—where we usually prepare 100 extra sets.

With this outfit we include a complete equipment:

350 Cloth Samples
50 Style Books
1 Fashion Portfolio
4 Window Cards
1 Tape Measure
1 Uniform and Livery Book
1 Permanent Sign
50 Order Forms
Free Electros as ordered.

FOUR-DAY Delivery Schedule. All orders are completed and shipped by express within four full working days after the receipt of the order. 30 per cent. discount from the label price. A good profit on goods sold before bought. Terms: Cash on 1st and 15th of the month.

ONLY one merchant in each town can get the Semi-Ready sample. That is our policy.

LAST year many of our customers cleared from $3,000 to $5,000 profit on Special Orders alone.

WE have in stock for the use of our Special Order trade over $500,000 worth of British woollens, all bought at the prices prevailing over two years ago. These cloths will be sold on the exact basis of cost —at the label price they were purchased to be sold at.

WE have always adhered to the plan of giving our customers the full advantage of any rise in price.

THE prices this season are 20 per cent. below the price they would be if sold at the present cost of wool.

THAT fact we will drive home in our newspaper advertising.

Semi-ready, Limited

Wholesale Tailors
172 Guy Street, Montreal, Canada

Are You Ready for an Increased Military Demand?

It's coming your way. With 100,000 of Canada's best donning khaki the call for good military lines is certain to increase. Get in now on the ground floor and make your store the military headquarters.

THE MILLER WALKING BREECHES

MILLER'S
WALKING BREECHES
FOR
SOLDIERS
All Ranks can wear them in England and at the Front
Buy a pair NOW before you leave they will match your Tunic and cost you less
COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

Hang this card in your window.

is a snappy line that sells on sight to every soldier boy. Particularly will it appeal to the men of the new armies because, generally speaking, they are men who want to look neat and will buy once they see the slick Miller Walking Breeches.

Ask us to send you a sample assortment. We also carry a complete line of Puttees, Haversacks, Tunics and Slacks.

Order a trial lot now and make a window display featuring Miller Breeches.

This year show Miller Made Palm Beach and Summer-weight Clothing

We have a particularly attractive assortment of these lines now ready for your approval and are confident that the correctness of style and excellence of workmanship will be convincing evidence of the truth of the Miller slogan: "Ahead of All."

White Duck Pants, Lustre Coats, Duck Clothing, Flannel Pants, Khaki Pants, Boy Scout Uniforms, Khaki Combinations, Work Suits, and all specialty clothing.

Cover your requirements now and avoid the certainty of further price advances.

The Miller Manufacturing Company, Ltd.

Makers of the Famous Miller Breeches

44 York Street .·. Toronto

AHEAD OF ALL
M Co
Miller
TORONTO

Is the man in overalls a customer of yours?

Why not cater for his trade with

CARHARTTS

Every garment carries a guarantee Ticket.

Full supplies ready for immediate delivery:

Carhartts Overalls
Khaki Work Pants
Cottonades
Corduroys

Also work gloves in sheep, splits and horse hides.

For Boys

Khaki Knickers and Allovers.

For Women

Khaki and Galatea Allovers and Slipovers.

Hamilton Carhartt Cotton Mills, Ltd.

—Toronto Unit—

TORONTO MONTREAL WINNIPEG
VANCOUVER LIVERPOOL (ENG.)

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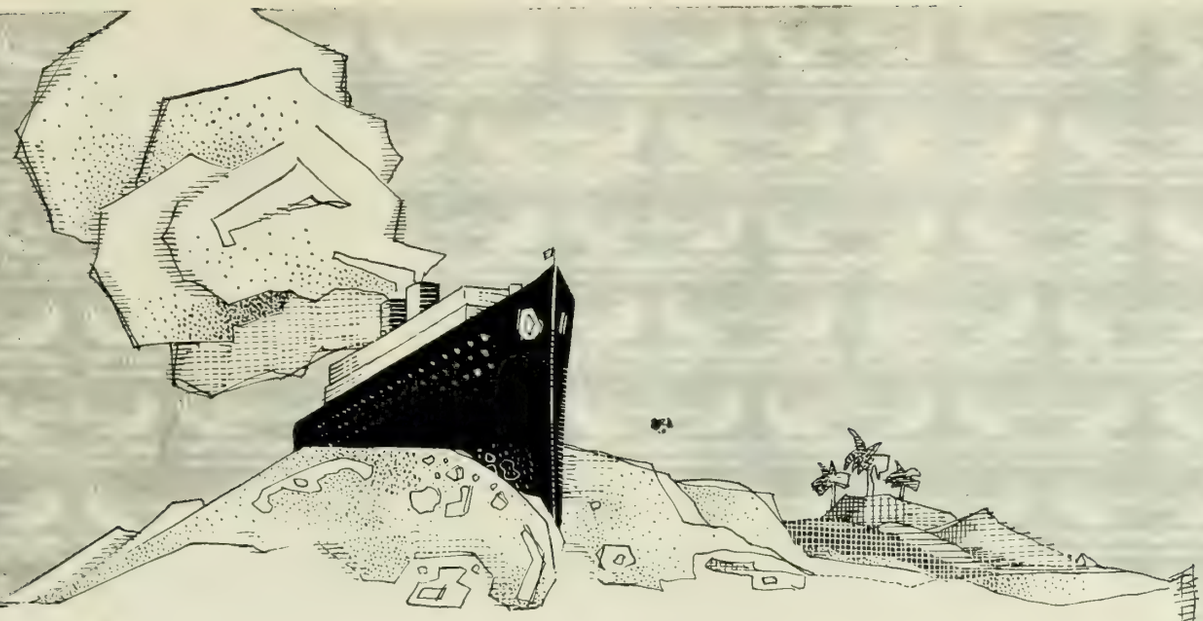

SPREAD THE GOSPEL OF THE "CLEAN PLATE" EVEN UNTO YOUR CLOTHING STOCKS

TO buy that class of Summer Suit, which is a flimsy compromise 'twixt shoddy and cotton, is not only to jeopardize friendly feeling of men who have known your store for a good store—but to wantonly increase the consumption of needed products.

PALM BEACH CLOTH

is a special texture. Its solid worth and staunch reliability have been properly acknowledged for five years.

When you buy The Genuine—you adopt the doctrine of the "clean plate"—both from the standpoint of no left-overs and conservation.

THE PALM BEACH MILLS
GOODALL WORSTED CO. - - - SANFORD, ME.
A. ROHAUT DEPT. - - - - - SELLING AGENT
229 FOURTH AVENUE - - - - - - NEW YORK

This label should appear in every suit made of Genuine Palm Beach

Palm Beach
REGISTERED U.S. PATENT OFFICE
THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.

This label should appear in every suit made of Genuine Palm Beach

FLATO

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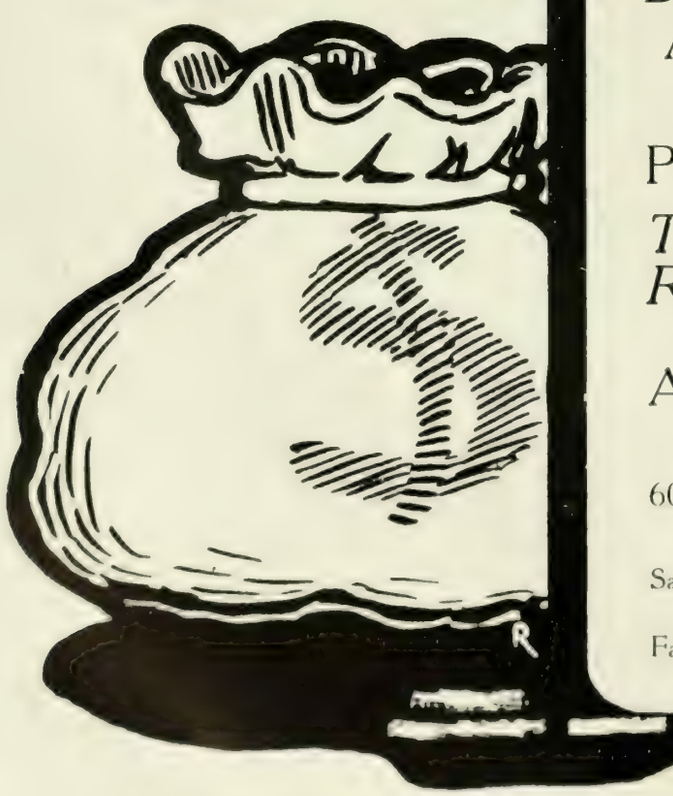
Money Makers



Announcing "Racine" Working Shirts

The Product of one of Our Own Factories

Ducks, Drills, Oxfords, Flannels, Army-Standards, Mackinaws, Plains and Fancies.

Prices $7.50 doz. to $48.00 doz.

The Superlative Absolute for Range and Value in Canada.

ALPHONSE RACINE LIMITED

60-80 St. Paul St. West, Montreal, Canada

Specialists in Fine Furnishings for Men

Sample Rooms: Ottawa, Quebec, Three Rivers, Sherbrooke, and Sydney, N. S.

Factories: Beaubien St., Montreal. St. Denis, Que. St. Hyacinthe.

If interested, tear out this page and keep with letters to be answered.

The well-dressed man

A cleanable, linen-like collar that will sell to the well-dressed man just as readily as the best linen collar.

The Arlington Challenge Brand Collar

Formerly cleanable collars were regarded as being peculiar to workingmen, but the high-grade, linen-like appearance of the Arlington Collar has enlarged the selling possibilities of this line so as to cater to the more exacting requirements of well-dressed men in every walk of life.

No good dealer should be without a good supply of Arlington Collars. Made in the newest conservative styles (½ sizes) with stitched edge, full linen finish.

Every man in town is a good prospect when you feature the Arlington. Begin now.

The Arlington Co. of Canada, Limited

76 BAY STREET -:- TORONTO

We are now carrying complete stocks at

Montreal: Read Building

Winnipeg: Travellers Bldg., Bannatyne Street

If interested, tear out this page and keep with letters to be answered.

Ask us to show you samples of "H.G.B." clothes

Let us put before you the merits of this big line of well-tailored clothes for Men, Young Men, Boys, and Juveniles. When you've seen the "H. G. B." fabrics, the skilful designing and the correct tailoring, you'll be just as enthusiastic about them as we are.

There's one of our men in your locality right now. Don't let the opportunity pass without seeing "H. G. B." clothing values. Write us for appointment.

Helleur, Gariepy & Broderick
MONTREAL Limited

Office and Salesroom, 16 Craig St. W.
Western Office, Hammond Block, Winnipeg.

They more than satisfy

It's value that keeps a stock of

DEACON SHIRTS

moving—real, sound customer-pleasing value and every sale brings the Deacon dealer a worth-while profit and assures him a continuance of the customer's trade.

The new Deacon lines are now ready to ship you. See these values before filling your order. Write to-day to

Deacon Shirt Company

BELLEVILLE, ONTARIO

"Craftana"

Registered No. 262,00..

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

If interested, tear out this page and keep with letters to be answered.

Place
your order
with

Wolthausen

By doing so you assure yourself of satisfaction both in sales and deliveries.

Travellers now out
with a complete range.

Don't put it off

The Wolthausen Hat Corporation, Limited

BROCKVILLE, CANADA

MONTREAL
Mappin & Webb Building

TORONTO
28 Wellington Street West

If interested, tear out this page and keep with letters to be answered.

Start Your Canvass Now

During the quiet months, why not make a special effort to secure immediate or advance orders for Made-to-Measure Shirts for Spring?

We suggest that you draw up a circular letter for every one on your mailing list, following it up with personal canvass.

We have just received a large shipment of Japanese silks to be used in our models for Spring, 1918. Send now for details of our service, and for Self-Measuring Forms.

ESTABLISHED 1879

R. J. INGLIS, Limited

SHIRT MAKERS

291 Garry Street, WINNIPEG

CASH TALKS

More now than ever before

Our large stock bought for Spot Cash before the recent advances means your protection from excessive high prices on your purchases of

Men's and Boys' Clothing

Buy now, and buy right.

THE ALERT CLOTHING COMPANY

1202 ST. LAWRENCE BOULEVARD - MONTREAL

If interested, tear out this page and keep with letters to be answered.

AT LAST!

Something New in a Raincoat

AIR-IN

"The Coat With Lungs"

Most men who have ever worn raincoats have experienced that feeling of "STUFFINESS" that raincoats often give. They have been disagreeably annoyed by uncomfortable perspiration under the arms and around the neck and shoulders. This is because of the effort to make a coat so weather-proof that the comfort of the wearer has not been considered. The pores of the body must BREATHE. If all access to the outer air is sealed, excessive perspiration and discomfort will naturally result. Merely punching air holes beneath the arms of the coat is not sufficient to give the needed help. The COAT must actually BREATHE if the wearer is to enjoy unrestricted comfort. The coat must breathe, but, how can so impersonal an article as a coat be made to perform this function? It is in answer to this question that AIR-IN has been devised; for AIR-IN is the culmination of long thought and careful experiment to secure just this result. We know that we could make a raincoat with a stylish outer appearance and we have done it, but, we also knew that if we made that raincoat BREATHE we would improve the garment 100%, and we have done it; we have secured exactly the results we had so fondly hoped for in the AIR-IN.

The idea **alone** behind the AIR-IN coat would make it a ready seller, but back of that idea we have put the force of newspaper advertising campaign in forty cities all over the country. The use of this great number of newspapers practically makes the AIR-IN a nationally advertised article because in almost any town, anywhere, there are readers of the newspapers selected for this AIR-IN campaign. We are advertising the AIR-IN in this big way, because we have a big story to tell—a ventilated, rain-or-shine coat that has never before been advertised to the general public.

Remember, above all, that you don't really have to sell AIR-IN. It is so unusual that it is its own best salesman. Don't forget that each AIR-IN sold is bound to mean another. Men who are satisfied with their clothes tell others.

Before buying or placing your order on Raincoats elsewhere, write us to send you sample garments and prices, or if possible to have our traveller call on you when en route.

The British Rubber Company

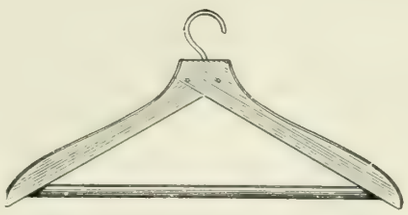
MAKERS OF WATERPROOF CLOTHING

469 St. Lawrence Blvd. Montreal, Can.

If interested, tear out this page and keep with letters to be answered.

Taylor-Made

Boys' Garment Hangers



Boys' No. 33B Coat Form with Trouser Bar, 15 in. wide,
$7.50 per hundred

The Taylor Mfg. Co.
Hamilton Ontario

Connect now

with the best juvenile line of all—the line of style, fit and wearing quality unsurpassed—

Lion Brand Bloomers

They're made to satisfy and they do. Put Lion Brand in your juvenile displays. They'll sell.

The Jackson Mfg. Co.
Limited
CLINTON, ONT.

Factories:
Clinton, Goderich, Exeter, Seaforth

Suits Displayed Well

are more than half sold, for good display will attract your customers' attention and create the desire to buy.

Dale Display Fixtures will enable you to show off your stock to the very best advantage. Particularly

DALE WAX FIGURES

which are just what you require to keep your stock moving all the time.

Dale Half-Bust Form
Shirt Displayer

Dale Wax Figure Co., Limited

Canada's Leading Display Fixture House
109 King Street East, Toronto, Ontario
Montreal Office J. Bogat, 142 Bleury Street

There's a Lively Demand for These Scarce Goods

English Cashmere Socks, black, khaki and white, $6.00 to $8.00
Khaki Ribbed Wool Stocks....$5.50 to $10.50 doz.
Heather Ribbed Worsted...$4.00, $6.50, $8.00 doz.
Khaki Sweaters, half button front.....$40.00
Khaki Sweaters, brushed $42.00, with collar $48.00
Woolen Gloves .. ..$7.50 and $9.00

Easy Selling British Goods

We are Canadian agents for:—**Young & Rochester** shirts, neckwear, dressing gowns, house coats, etc. **Tress & Co.'s** Hats, Caps, Straws, Service Helmets, and Military Caps. **We stock** "Emcodine" and "Glengardeau" Trench Coats and Aquatite Raincoats.

For Canada's New Army

A Full Line of Military Accessories

For C.E.F., R.F.C. and U.S. Army Officers and Cadets.

We carry complete lines: Fox's Puttees, Trench Coats, Aviation Helmets Spurs, Crops and Whips, "Soldier's Friend" and other polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Slickers, Caps and Khaki Socks.
English Leather Leggings, Sam Brown Belts, $5.00 and $7.00 Badges for all ranks.

Wreyford & Company

Wholesale Men's Furnishers and Mfrs.' Agents. Military Outfitters

85 King Street West Toronto, Canada

He's Coming!

The Ballantyne Man

There's a Ballantyne traveller on his way to you with a complete showing of new goods.

He is carrying many novel numbers in which he knows you'll be keenly interested.

He wants to show you new ideas and point out added sales-possibilities in Ballantyne Sweater Coats, Caps, Mitts, Gloves, Hosiery, Toques, Mufflers and Jerseys.

Wait for him

His is a "bigger-business" line, so wait for him.

R. M. Ballantyne

LIMITED

STRATFORD CANADA

If interested, tear out this page and keep with letters to be answered.

SYCURA

the Ideal Flannel for Men's Wear

This cloth is a delightfully soft finish, and produced in 40 attractive designs. Sycura is specially suitable for Gents' Shirts, Nightshirts and Pyjamas, as it will not shrink, and the colours are guaranteed fast. All Gents' Outfitters should stock this eested flannel with a reputation of a quarter of a century.

Pattern range and feelers are sent free of charge.

SOLE PROPRIETORS:

The Lanura Co., Ltd., Leeds, Eng.

AGENT FOR CANADA:

Mr. J. E. Ritchie, 591 St. Catherine St. W., Montreal

Goods in Sanitary Covering Appeal to all buyers of Men's Wear

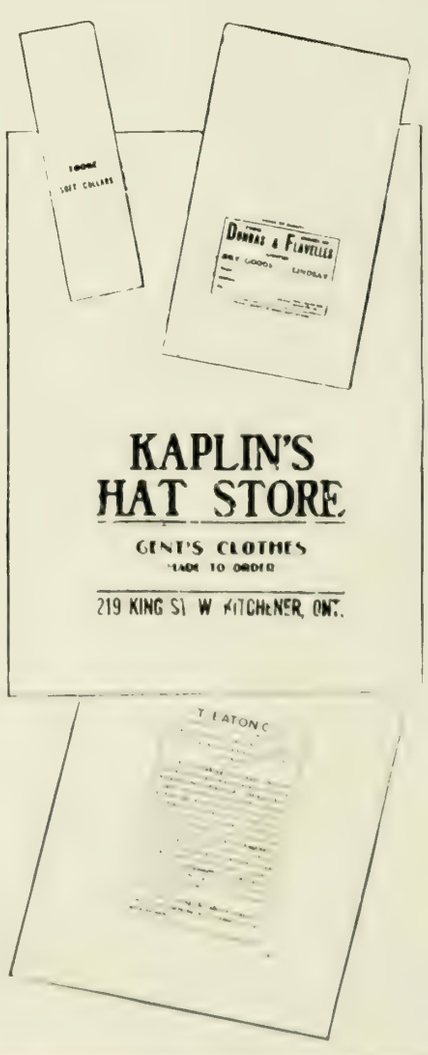
Many manufacturers are sending out their product—their shirts, their underwear, their soft collars—in Transparent, Sanitary Sealed Bags.

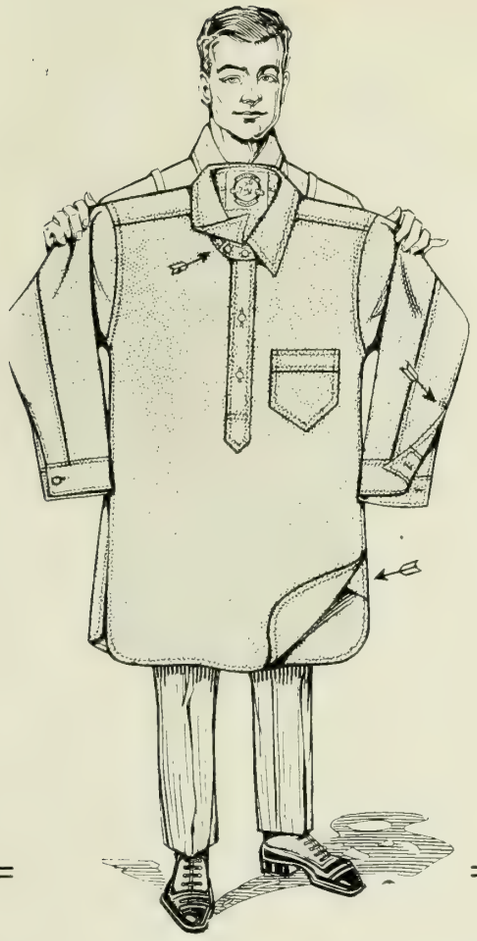
Many dealers are enclosing each purchase in a bag.

We can supply manufacturer or dealer—can make the covering to meet the particular needs. We now are turning out bags for soft collars, and huge bags to cover an entire suit—bags which a clothing man can send with each order—and which a cleaner can use as part of his service.

TELL US YOUR NEEDS AND WE WILL GIVE QUOTATION

SPECIALTY PAPER BAG CO.
LIMITED
247-255 Carlaw Ave. - TORONTO





An Ontario Dealer

was recently told by the wearer of Arm and Hammer Brand Blue Chambray Shirt No. 837 (just like the one shown).

"I've worn this shirt for a year; have had it washed every week and it's practically as good as ever yet. I want another."

That's the kind of work shirts it pays to sell. Arm and Hammer Brand feature appeal to all:

1—Extra generous size.
2 Double stitching of all seams.
3—Extension neck band.
4 Reinforced at all points subject to hard wear.
5—Good quality buttons.
6 Reinforced pleats and button stays.
7 Arm and Hammer Brand standards of workmanship and materials.

Are you an Arm and Hammer Brand dealer?

The J. A. Haugh Mfg. Co.
TORONTO, CANADA Limited

ARM & HAMMER BRAND
SHIRTS OVERALLS
J·A·HAUGH MFG. CO. LTD.

WATERHOUSE-WARRANTED
BRAND
UNSHRINKABLE REG'D.
HIGH GRADE UNDERWEAR

For your underwear department

you cannot stock anything better calculated to please particular men than

Maple Leaf Brand
and
Dr. Neff's Sanitary Underwear

The excellence of these lines, the Fit, the Finish and the Durability that characterize them will build you a bigger underwear department on the lasting foundation of customer satisfaction.

Try them out and watch them "make good."

Thos. Waterhouse & Co.
INGERSOLL, ONTARIO

Sold to the jobbing trade only.
Ask your wholesale houses for these lines.

If interested, tear out this page and keep with letters to be answered.

Wait for the Christy Man

Or write us direct for samples of lines in stock. Our travellers are going to show you this season an assortment of Soft Hats and "Stiffs" such as only the Christy House can produce —an assortment that will be a pleasure for you to examine and a bigger pleasure still to sell.

We can take care of your hat business, whether it is small or large, and feel confident that if you handle Christy hats you will not only very largely increase your volume of business but also your percentage of profit—and you will give your customers entire satisfaction.

Ask, too, to see our offerings in Military Headwear. We maintain our own factory and can promise quick deliveries.

Sole Agents for:
CHRISTY & CO.
SCOTT & CO.
HILLGATE & CO.
PEEL & CO.

Ansley Dineen Co.

Limited
52 Wellington St., W.
TORONTO

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MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8 TORONTO, FEBRUARY, 1918 No. 2

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*
A. B. Caswell, *Montreal Representative.* Norman Mackintosh, *Associate Editor.*
C. W. Byers, *Western Representative.* R. L. Netherby, *Ontario Representative.*

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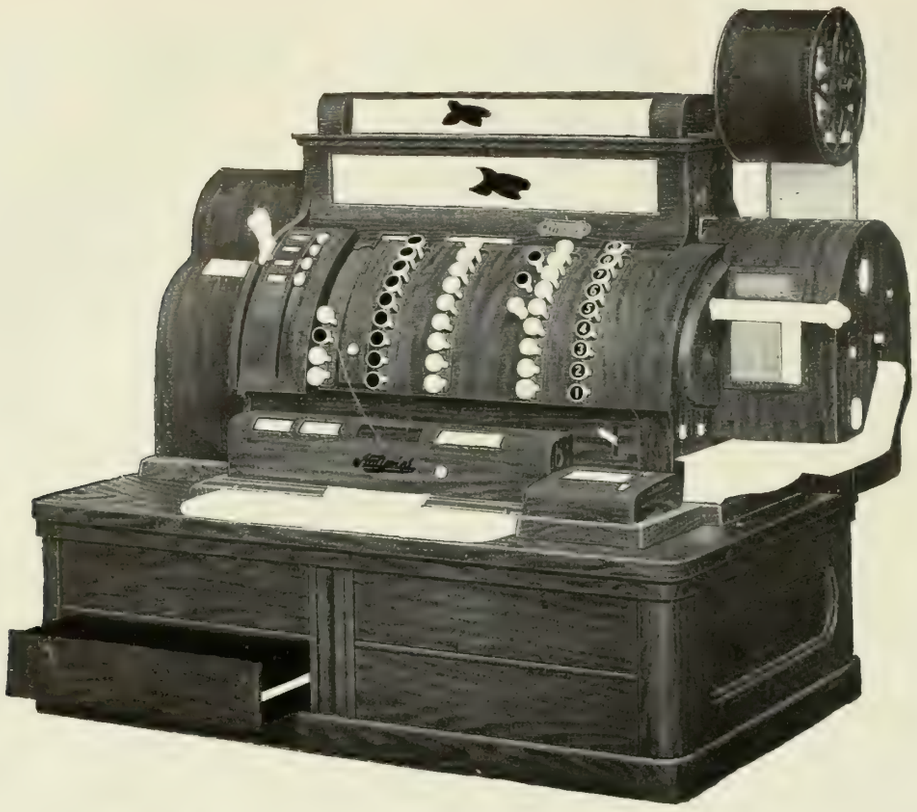
GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 20 cents. Invariably in advance.



Your Clerks

Mr. Merchant:

To secure the whole-hearted co-operation of your clerks is of the utmost importance in conducting your business.

If they can be induced to give the maximum of productive effort, they will be a valuable asset to your business. To secure this result, encouragement and the proper inducement must be given.

It should be your aim to get your clerks to view the business from your point of view; to place before them any or all of the information at your command, which, if given to them, will net returns.

A careful investigation reveals the fact that National Cash Registers are a big factor in determining who are the best clerks. They are endorsed by thousands of clerks and merchants in all parts of the world.

Tear off the coupon and mail it to us, we will send you valuable literature on store systems, free. Talk with our representative, because he can be of assistance to you and is trained in store efficiency.

The National Cash Register Co., of Canada, Limited
Toronto

Please send me information about your system as applied to my store.

Name.....

Address.....

Business.....

.....

If interested, tear out this page and keep with letters to be answered.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VIII. TORONTO, FEBRUARY, 1918 NO. 2

EFFECTS OF U.S. CLOTH CONSERVATION

With Win-the-War Spirit National Association of Designers Adopts Drastic Economies, But Result Will be More Perfect Styles—All Elaboration Abandoned —Perfectly Simple Simply Perfect the Ideal in Men's Wear

NO more patch pockets; no more yokes; no more pleats; no more belts; no collars on vests; no flaps on pockets; no outside cash pockets on coats; nothing but the plainest of plain cut full line sack suits for 1918. These are the firm decrees of the National Association of Clothing Designers. The association was meeting in New York while MEN'S WEAR REVIEW was on the press for February, but Canadian representative members returned in time to give an account of the recommendations made for the edition. The question of the hour is, how will they affect the men's wear business in Canada?

Economies Not Mandatory

It was a widely expressed opinion after the 1917 Convention in Chicago that any recommendations for reduction of material used for suits would have to be made mandatory upon all clothing manufacturers in the United States in order to gain the desired results. But the patriotic spirit of the American manufacturers appears to have made this unnecessary, and the recommendations made this year are being adopted at the discretion of the manufacturers in unison with no compulsion laid on any of them by Government. There is no compulsion in Canada either. It is unlikely that there ever will be. But the effect of the United States designers' recommendations just made will be to reduce cloth consumption in Canada and at once.

FANCY WOOLLEN FABRICS MAY COME IN

United States woollen mills are under government order to turn out only the plain staple fabrics for civilian wear. They do so provided the importation of English fancy woollen fabrics is not permitted. But British woollen mills are under government order, making for export only lighter fancy fabrics, and Great Britain controls the world's raw wool supplies to a vast extent. This makes it probable that in spite of government desires to the contrary, there will be fancy fabrics available for the manufacture of men's wear for civilians.

New Styles to Sell This Spring

Some of the new plain cut suit styles will be seen in Canada this Spring. There is just time to get them out. Cutters are busy on them as you read this. The influence of the States on Canada in matters of style is too important to be overlooked, and it acts quick as lightning. While the full effect of the cloth conservation movement will not become widely noticeable in Canada until early Fall, 1918, as far as Canada is concerned, men's wear dealers will have the new styles before them very soon, and the consumer will be wearing them quite early in the year. This is the opinion of representative designers and manufacturers.

The Designers' Resolution

Following an address on "The Conservation of Wool and Woollen Fabrics" by Henry G. Denison, of the Commercial Economy Board, U. S. Council of National Defence, the National Association of Clothing Designers unanimously passed a resolution appointing a committee known as "The War Service Committee" of their association to act in conjunction with the Commercial Economy Board of the Committee of National Defence in effecting a saving of wool in the clothing industry. Some twenty members of the association present at the passing of this resolution were Canadian representatives. While there is nothing compul-

The Change to Plain Styles Will Be Gradual

While there is a tendency towards leaving out all unnecessary style features on men's suits, there still exists a demand for fancy styles. The best authorities indicate that the change to severely plain styles in new seasons' men's wear will come gradually. Manufacturers who have specialized in fancy suits will not alter suddenly to make only plain suits, though, as a matter of business, in view of the wool shortage, many great manufacturers are studying to encourage plain styles principally. There is no Government compulsion, indeed one early effect of Government order favoring only plain styles would be a swift movement to market of fancy lines before the order became effective. Thus no retailer of men's wear need anticipate any sudden upheaval making fancy styles a drug on the market.

sory in Canada or as yet in the States as regards designing clothes to conserve woollens, manufacturers of men's wear in Canada as in the States will undoubtedly do their best to bring about the patriotic end in view.

Single breasted two-button young men's novelty sack with slanting breast pocket, and two lower fancy patches. This style is further evidence of the fact that fancy styles cannot be immediately abolished, but must disappear gradually if at all.

Design Decisions in Detail

A considerable number of military sacks were shown at the convention and also a number with the flare effect. Shoulders are tailored after natural lines. Coats are form-fitting. Belts, fancy flaps, patch pockets, pleats, yokes, vents, and cuffs are eliminated. There will be no collars on vests. Pockets are largely of the slash variety and in both welt and piped effects. Buttons will be higher, giving a short-waisted effect. Cuffs will not be featured at all. The maximum length of single-breasted sacks will be 30 inches. Trousers will be interfered with less than had been anticipated. Cuffs on pants are optional, but will be eliminated to some extent. There will be no flaps and side straps. Dress coats are slightly shorter, and will be fashioned in the high-waisted effect to show more of the waistcoat.

Overcoat Economies

A few styles of military overcoats are again shown, and these are of somewhat modified lines. The raglan will again be featured, and it will sell well with a certain element of the trade. The ulster is shown with raglan shoulders also, and there will be a short, form-fitting ulsterette. In addition, for those who prefer it there will be the semi-fitting and loose-fitting ulster. These will be provided with a half belt, without which it would be rather difficult to manage. Overcoats will be 43½ inches in length; ulsters, 48 inches. Maximum sweep of overcoats will be 65 inches; for ulsters, 70 inches.

One of the overcoat features will be that of a narrow convertible collar. On the three-quarter length overcoats the velvet collar will be featured, and particularly on Oxford grey materials. Some anticipate that there may be a demand for velvet cuffs, and they will probably be shown.

French facings of all kinds in overcoats are to be avoided. Ordinary facings as small as possible are to be used in these, and in coats and vests of suits as well. No cuffs are permissible on overcoats if the recommendations are fully adhered to, as they will be. A small tab is to be allowed, however, by which the sleeves can be brought into narrower compass at the wrist. This is for utility. The aim of the conservation of woollens through manipulation of styles is to achieve maximum utility with minimum waste of woollen material.

The Double-breasted Coat?

There was doubt in the minds of the designers assembled at New York as regards the double-breasted coat. Washington authorities wanted to have it done away with until after the war or until more woollen goods are available. But in their recommendations for cloth conservation the National Association of Designers did not entirely discard the double-breasted coat.

"There may be double-breasted coats for 1918," said one Canadian member of the association. "We want to do all we can to conserve woollen goods, but not at the cost of any well-defined field of the men's wear business like the market for men's double-breasted coats. We may meet that demand."

"Nothing was put on record as to abandoning the cuffs on pants," remarked another designer who attended the convention at New York, "and I don't think there will be many double-breasted coats," he said.

Cuffs on Pants Probable

A Montreal designer who attended the convention is of the same opinion; and an interesting opinion in connection with cuffs on pants comes also from Montreal.

In the view expressed there cuffs on pants can either be styled or not styled without affecting amount of cloth used in the slightest. For instance, an average trouser leg is 32 inches from the crotch to the bottom of the leg. In sending out pants of this measurement the manufacturer has to take into consideration the normal man (by no means the average man), the tall man, and the short man, the man with long legs, and the man with stubby legs. Allowance is made for the requirements of such men whom the rest of the suit may fit exactly by leaving four inches of cloth turn up besides the 32 inches of pant leg proper. Now the tall man with very long legs who wants that suit can probably have no cuffs to his pants, but the short legged man can have cuffs without any waste of wool, for the four inches extra have to be allowed anyway.

Since young men's style pants are still being worn at boot-top length, and since wool conservation will probably maintain this length during 1918, the designers' discretion as to cuffs for pants is understandable.

A little "English" is going to be the thing in pants under wool conservation conditions in the States during 1918. Narrow is the word; quite narrow. The recommendations say that all "peg top" trouser styles must be abandoned. There will be no flaps on pants pockets either. Where buttons are fitted for hip pockets they will button through.

About Boys' Clothing for 1918

Conservation of woollens is not going to affect styles in little boys' garments very markedly. The designers of the States are very certain that it is absolutely necessary in the interests of active business in boys' clothing to allow a certain amount of elaboration. It will not be very extravagant. Every effort will be made to conserve woollen goods also in this direction, but some freedom has to be allowed to fancy in producing clothing for boys, especially for the little boys whose mothers buy for them.

There will be pleats on boys' clothes and belts and little embellishments to give a fancy appearance to little boys' lines. But the pleats will be narrower, and there will be conservative tendencies always with a view to saving waste in materials. There will be a good use either for selling purposes or for wearing purposes for every pleat patch

The new "crescent" pockets form a feature of this high waisted form-fitting sack which is made up soft without padding. In the illustration the buttons are missing. They are two in number, placed high, and near together, the top one a shade above the narrowest part of the waist, the lower one just about where the curve of the pockets would meet the front line.

pocket or belt designed for boys' wear in 1918.

The bloomer knickers will be as usual. Boys have an inborn natural horror of knee-breeches. Even the little boys quickly outgrow the Lord Fauntleroy stage of apparel, and very soon (far too soon from mother's point of view) comes the "Just like dad" stage, which in 1918 will incline boys' wear towards the plainer styles their dads and big brothers will be wearing.

But the slightly embellished styles for small boys have always been very popular, and designers are agreed that it would be difficult to secure any great saving in woollen material from this field of clothing manufacture.

The Saving to be Effected

The average probable saving of material on each man's suit may not exceed three inches, the suggested amount being from 2 to 4 inches on each suit or overcoat, but when based on the annual business represented by the National Association of Clothing Designers (estimated at $600,000,000) it can be readily understood that the financial saving will be great and the yardage saved will total many hundreds of thousands of yards.

Canadian designers have a real earnest desire to work in concert with the programme presented by the Economy Board of the United States if there is co-operation from the manufacturers, as they anticipate there will be. If the Canadian Government desires their co-operation they have expressed a willingness to meet their reasonable wishes, and manufacturers can do much toward assisting to a concerted action in eliminating fancy and unnecessary styles. As one designer suggested to MEN'S WEAR REVIEW, the U. S. Government do not wish designers or manufacturers to "create any artificial demand." They are quite willing that men should have good garments, fashioned after rational tastes.

Plain Serviceable Styles

"What the association's recommendations amount to is this," said a Toronto designer on his return from New York: 'The makers of clothing for men in the United States and Canada want to help win the war as much as anybody, and to do that business requirements are fully as important as wool conservation. So what we are doing is planning to make good, plain, simply cut suits in which there is not an ounce of unnecessary material used, but which still give every expression to the lines of good style and clothe the wearer with comfort and dignity. It's a good ideal to aim at under any conditions, and doesn't limit the skill of the designer in the least, but rather calls for more of his genius to secure the perfect result. For there's no concealment for faults of design in a perfectly plain cut suit."

This form-fitting sack is the same as in the style with the "crescent" pockets, but has flaps to the pockets (showing that in spite of wool shortage such features will not be absent entirely). Note that the pockets are placed higher than in previous years. This is a distinguishing features of some of the newer styles.

Designers Not Handicapped

So far from being handicapped in their art by the restrictions as to use of material clothing designers are rather stimulated to greater achievement. Just as the greatest artists get their effects with the fewest lines, so the best designers make masterpieces in men's wear with simplest of style and minimum of elaboration. The standard is higher in simple apparel. There are no pleats and folds to help hide defects. The very austerity of the style that conserves woollen goods requires perfection of design and cut.

Conservation can be effected to a great extent, and satisfaction still given to the trade by getting style "into" the clothes rather than style "on to" them.

That's how a Montreal designer expressed it; and that's what the wool shortage should mean to men's wear.

Retailer Urges Retention of Trouser Cuff

THE conservation talk of late has brought out a great burden of suggestions of the way this change or that in the styles of clothes would conserve the available supply of cloth. Pleats, patch pockets, belts and cuffs on coats and trousers have been challenged as a wastage of necessary material, and people who have not given thought to the matter are willing to admit the wisdom of this sweeping change.

C. W. Day, however, manager of the P. Bellenger Store, Yonge street, Toronto, stands out as a staunch champion of the trouser cuff. Not only, Mr. Day maintains, would the elimination of the cuff not save cloth, but it would actually increase the consumption.

"Think back a year or so," said Mr. Day, "and you will remember the big place that the separate trouser took in the trade. You hardly ever see a separate trouser now. What is the reason? Why, the trouser without the cuff frayed at the bottom far quicker than the cuffed trouser. Of course a man could work his way round with scissors, and restore their appearance for a day or so, but the rubbing on the boot would soon start the trouble again. By the time the trouser was turned up once the limit has practically been reached, and a perfectly good suit was either discarded, or a new pair of trousers purchased.

"Now the cuff is an actual protection. To begin with, it permits of the trouser being worn higher above the ground. Then, too, the body of the cuff, and its weight, keeps the trousers hanging well away from the leg, and saves them from bulging at the knee as early as they otherwise would. They do not ride on the boot as the cuffless trouser does, and consequently they do not fray as soon, and when they have frayed, a tailor can turn up a quarter of an inch, taking the material from the width of the cuff, not from the length of the trouser. So the operation can be repeated several times if necessary."

The other suggestions might help to save goods, Mr. Day thought, but to talk of doing away with the trouser cuff was certainly a step in the wrong direction.

BEST AND WORST OF THE WOOLEN SITUATION

Pessimism Points to an Actual Wool Famine—Optimism Declares That There is Wool Enough—Both Sides Agree That High Prices May Remain—An Economic Reason For High-priced Wool is Suggested

"WOOL! Wool!" cries the alarmist anxiously.

"Wolf! Wolf!" answers the optimist unperturbed.

Which is it? Is there real reason for anxiety, or is there wool enough?

Money talks, and money's answer to the question is to quote prices for woollens.

The alarmist view seems almost justifiable.

Wool Shortage or Wool Enough?

But the optimist has an answer ready:

Young men's single breasted fly-front Trench Overcoat with convertible collar, and imitation patch pockets (effected by neat stitching). Though wool conserving to a considerable extent as compared with former styles of "trenchers," this overcoat keeps the belt, and is by no means skimpy, as can be seen. The convertible collar is a clever touch. Stitching is used effectively as a completely wool conserving embellishment. The absence of cuffs will be noted. Stitching here is used as a finishing touch.

"Woollen prices are high and will be for a long while," he says. "There's all kinds of wool in Australia and New Zealand and South Africa, but Britain controls every pound of it, and besides there are no bottoms to carry it in a hurry to manufacturing centres. This accounts at once for the stories of scarcity, and for the high prices."

Again the alarmist:

"The Allied armies are consuming wool faster than sheep can grow it. A private in the ranks on active service wears out six or eight suits a year at least. Before he became a soldier his annual consumption of woollen materials was about one suit. He wore cotton overalls and working garments most of the time. In the army he wears wool, and the wastage is immense. There is reclamation—now—but even with that very little wool from soldiers' suits gets back to be worked up into shoddy and so conserve new wool. This war is costing the world its wool supply. We are on the way to a wool famine."

Britain Controls Wool

"Greatly exaggerated," replies the optimist, "and there are two crops of wool in the Antipodes awaiting shipment. It all belongs to Britain. The British Government bought it from the farmers at 55 per cent. advance on pre-war prices, and controls the wool market."

"But," complains the alarmist, "has not Britain to clothe the Allied armies as well as her own? Did not France and Italy formerly buy woollens from Austria and Germany? Have not Russia and Japan drawn on British wool supplies? Is it not the case that even the United States must have British woollens for their army supplies?"

"To a great extent true," agrees the optimist, but without alarm, "and it would not surprise me to see prices of woollens very high for twenty years to come. Britain is determined not to be caught short of wool whatever happens, and Britain can take very good care of the wool business. Fifty-five per cent. above pre-war prices pleases the producers. There will be enough wool to go round, none to waste."

Price Advances Quoted

"Prices of woollens to the manufacturer of men's clothing have gone up more than 55 per cent. over pre-war figures, and they are still advancing," says the alarmist. "A manufacturer in Montreal told MEN'S WEAR REVIEW last week that cloth which used to cost him $1.69 a yard is now costing him $2.75 and the end is not in sight. We know that plain knit socks which used to be $2.15 a dozen pairs, are now $3.35 a dozen. Importers of English woollens are unable to secure one-tenth part of their usual requirements in ordinary weight woollens, and the largest mills in England are able to offer only lighter weight goods in time for the Summer of 1919. The British Government forbids the weaving of thicker woollens except for army purposes, and an embargo prevents export of woollens from both Britain and the United States. It looks as if there were an actual wool famine, and the civilian in Canada will have to go threadbare in the Winter of 1918-1919, or pay famine prices for very inferior woollens."

On the matter of high prices of woollens to the consumer, even the optimist is prepared to agree. But that there is an actual famine of wool he does not believe.

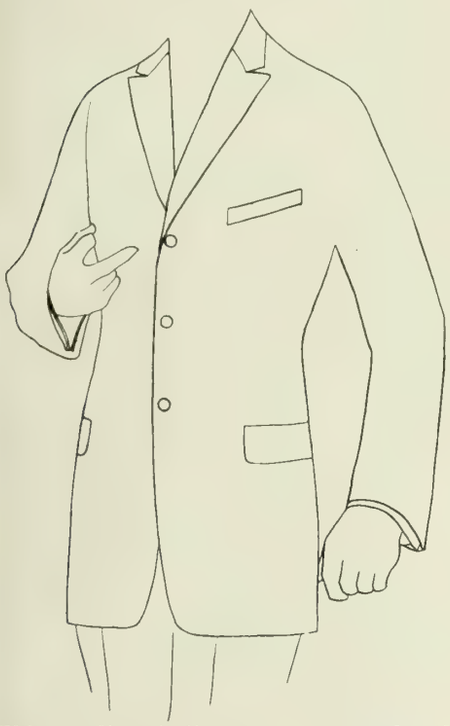
"Leave it to Britain," he says. "Britain controls the wool supply of the world. John Bull knows what he is about. There's a shortage of ships, but that's only temporary; and there are two crops of wool now and a third crop coming on in Australia and New Zealand, let alone South Africa. There's enough wool all right."

John Bull's Business

On the matter of prices of wool and of woollens there is an agreement between the parties. High prices are here, and can't be gainsaid. High prices are here to stay it is also agreed. That higher prices yet may come is almost implied. Watchful woollen buyers are prepared for them. Much depends on Britain. There is an economic aspect to the wool situation which is worth considering. That is the value of Britain's undoubted "corner" in wool as an asset in international finance. To transfer essential supplies of high value wool to any great nation needing them is fully as effective

in liquidating international obligations as to transfer bullion. John Bull no doubt knows what he is about. The chances for cheaper wool while vast war debts have to be met are not noticeably outstanding.

That John Bull knows his business in connection with wool supplies may be gathered from the restrictions placed upon the woollen industry of Britain. The Wool Rationing Committee of the British Government has the situation in hand, and the rations of wool dealt out to each manufacturer quarterly have been getting shorter and shorter. That for the quarter ending March 31st, 1917, was 50 per cent. less than for the previous period. And notice has been given the woollen manufacturers that future rations are to be still further reduced



This outline indicates very nearly the style to be expected in men's conservative sacks as designed to conform with the wool shortage recommendations. There will be slight variations of this style, of course, according to the ideas of designers, but this illustration indicates the neat, quiet, direction of style for this year.

Even the way the wool supply is to be used is strictly specified. Here is the Wool Rationing Committee's edict:

A Strictly Enforced Edict

"Resolved—that in the interests of the national economy of wool the attention of spinners and manufacturers be earnestly directed to the importance of using finer counts and producing goods of lighter weight so as to absorb labor and machinery to the fullest extent, and that it be brought to the notice of the trade that in cases where supplies of wool have run out before the end of the rationing period owing to too little regard having been paid to the need of employing raw materials in the manner best suited to keep machinery running for the maximum length of time, the ration of wool allowed to firms for the particular period cannot be exceeded nor can a further quantity be issued."

This means simply that the manufacturers who use wool as the raw material of their industry must without fail keep their labor, their plant, and their wool supply steadily employed during the period of rationing (three months).

Few Woollens From U. S. A.

As regards importation of woollens from the United States there is still great difficulty on account of embargo operation. America grows a good deal of wool, and manufactures woollens enough under normal conditions, but with armies millions strong to clothe there develops shortage of wool and woollens in the States. They have been over in Canada looking for woollens and knit goods, and they are buying Canadian raw wool eagerly. Before an importer of woollens in Canada can secure a piece of goods from the States at present the exporter must prove that the goods are not needed for military purposes, and must apply to the U. S. Government for a license attaching a sample of the cloth and a statement of the exact amount of scoured wool in it. Then perhaps a permit for its export may be secured since the authorities at Washington are not anxious to hamper Canadian trade with the States and will allow goods to go out to Canada as long as they are not needed as war supplies in America.

Canadian Woollens Benefit

Canada's own woollen mills are doing all that a young industry can to meet the demand, but woollen buyers find it impossible to get goods enough or fast enough out of them. One good feature of the woollen shortage is that it has helped Canadian woollens into their own rightful place as a first-class textile product. The old prejudice against Canadian-made woollens is passing away. It was an unmerited prejudice. Many a Canadian-made line of woollens is better far at its price than any imported line that is more costly. Many cheap Yorkshire cloths have been actually marketed as "Canadian" while the better priced real Canadian goods were being sold as "imported."

"A Canadian cloth half the price of an imported line will wear three times as long. I know it from actual experience," declared a buyer for a considerable firm in the woollen business. "We are paying the price now for Canadian goods, because we are saying to their producers 'Only show us goods that you can deliver and we will pay for them gladly.' That is one good effect of the wool shortage."

NEW DEVICE IN RAIN COATS.

The British Rubber Co. of Montreal have secured a valuable patent in the "Air-in" raincoat. "The coat with lungs," so it is called. By a unique device ventilating holes are inserted in the back of the coat and under the arms in such a way as not to affect its usefulness as a rain shedder, and at the same time to give perfect ventilation, doing away with that stuffiness so often felt in the wearing of a raincoat, particularly on a warm day.

Room for some cloth conservation here.

$500 FOR HALIFAX SUFFERERS

W. E. Lugrin, the Halifax representative of W. R. Johnston & Co., wholesale clothiers of Toronto, received from his firm a cheque for $500 to be used toward the relief of the Halifax sufferers at the discretion of the company's local agents, W. F. Page, W. F. Murris and Archibald Graham. The money was finally given in hundred dollar lots to five ministers of different denominations, to be used as these men thought best.

GOODS INSTEAD OF MONEY

The Galt City Council, which voted $500 for relief of Halifax sufferers, learning that underwear and clothing were greatly needed in the affected city, invested the money with Galt concerns who are making these lines, sending forward the needed apparel instead of the money gift itself. The underwear was secured from the C. Turnbull Co. and the Galt Knitting Co. The overcoats were purchased from Newlands & Co.

NOTES

J. C. O'Connell, of O'Connell's, Ltd., Victoria, was recently elected president of the Victoria Rotary Club. Mr. O'Connell is an old Lindsay boy.

C. H. Mason, men's furnishings, Preston, Ont., is retiring from business and disposing of stock.

Palter Bros., cap manufacturers, Toronto, suffered small loss from water.

Edelstein & Flagman have entered the men's and boys' furnishing and clothing business in Chatham. Their store is located at the corner of King and William Streets.

HOW TO CALCULATE COST OF DOING BUSINESS

The Operations Are Exceedingly Simple—The Tremendous Importance of Distinguishing Between the Percentage Cost of Doing Business as Reckoned on the Selling Price, and as Reckoned on the Cost Price—Getting a Desired Profit From Effort Over All Costs of Doing Business.

By John C. Kirkwood.

THE ascertaining of the percentage cost of doing business is as simple a calculation as can well be imagined—just simple addition and simple division. You add up your annual expenses—for rent, salaries, delivery, etc.; multiply the total by 100; and then divide by your total annual sales. The result is your cost of doing business in the form of a percentage.

Suppose that your total annual sales are $20,000; and that your total annual expenses (including an adequate salary for yourself and a desired profit over all) are $4,500; then your percentage cost of doing business (reckoned on your **selling** price) is:

$$\frac{\$4{,}500 \times 100}{\$20{,}000} = 22\frac{1}{2}\%$$

Note carefuly that this 22½% is a percentage on your **selling** price, not on the cost or invoice price of goods.

The Danger of Bad Arithmetic

Just what is signified by this warning to be careful to distinguish between the percentage on the **selling** price and the percentage on the **cost** or invoice price will be made clear by an illustration.

An article costs, let us say, $1.50, and sells for $2.25. That is, the gain on **cost** price is 75 cents, or 50%. This gain of 75 cents on the **cost** price is one-third of the **selling** price, or 33 1-3%. That is, 33 1-3% of the **selling** price is the same as 50% of the **cost** price. It would be quite wrong, therefore, to increase the **cost** price by 33 1-3%, which would give only $2.

To get the correct selling price, one must convert the percentage advance on the **selling** price into the equivalent percentage advance on the **cost** price; and then advance invoice or cost prices by the proper percentage. Many a retailer has bungled things here, to his great loss.

Costs Are Reckoned on the Selling Price

It is tremendously needful, in the interests of profitable trading, to make clear, and to understand clearly, the difference between the percentage as reckoned on the **selling** price, and the percentage as reckoned on the **cost** price of goods. And here let it be said that in common practice and talk, the percentage cost of doing business is reckoned on the **selling** price. That is, when a man says that his cost of doing business is 16%, he means 16% of his sales.

To illustrate this:

Brown does a business of $25,000 a year. His expenses, including a desired profit over and above all costs (which should include an adequate salary to the proprietor), amount to $5,000. Then Brown's percentage cost of doing business is:

$$\frac{\$5{,}000 \times 100}{\$25{,}000} = 20\% \text{ on his } \textbf{selling} \text{ price.}$$

In this illustration, it is clear that the invoice cost of the goods sold by Brown is $20,000, for his $25,000 sales include $5,000 for expenses and profits. That is, Brown gains $5,000 on the **cost** price of his goods, or 25%. Thus it is seen that 25% on **cost** is the same as 20% on sales; or, vice versa, 20% on sales is the equivalent of 25% on cost. But when Brown talks of his percentage cost of doing business, he does not say, "It costs me 25% to do business," but, "It costs me 20% to do business," meaning 20% on **sales.**

> *Cut out this article and put it in your ledger, or elsewhere, where you can consult it whenever in need of its counsels and teaching.*
>
> *Not often—perhaps never before—have you had the subject dealt with so fully and so plainly presented as in this contribution.*
>
> *It would be well nigh impossible to exaggerate the importance of the subject of the cost of doing business in its application to every business, including the businesses of retailers whose capital is $5,000 or less. 95% of those who fail are doing business on a capital of $5,000 or less; 75% of the reasons for failure are personal, and, therefore, correctable; and 90% of those engaged in business get no profit from their effort. In the face of this authenticated history, it should be clear that every retailer should be greatly concerned to conduct his business better—and more profitably for himself.*

Why Costs Are Reckoned on the Selling Price

In ascertaining the cost of doing business, it is simplest and easiest to make the reckoning on the **selling** price. You know your annual total sales; and you know your total annual expenses (including a salary for yourself, plus a desired profit over all). With these two known things, the percentage cost of doing business is a simple calculation; it is determined by the formula, as given previously, namely:

> Total annual expenses × 100 ÷ total annual sales = percentage cost of doing business reckoned on the selling price.

Converting Cost on Sales Into Cost on Cost

Knowing what is the percentage on the **selling** price, how is one to ascertain the equivalent percentage on the **cost** price, so that he may know the right percentage to add to cost or invoice price? Unless one knows how to make this calculation, one is apt to be at sea; and he may make grievous errors.

The formula for converting the percentage on the **selling** price into a percentage on the **cost** price is:

> Percentage cost on the selling price × 100 ÷ (100—percentage on the selling price) = percentage cost of doing business on the cost price.

Let us illustrate this formula by several examples.

When the percentage cost of doing business on the **selling** price is 16, then the equivalent percentage on **cost** is:—

$$\frac{16 \times 100}{100 - 16} = \frac{1600}{84} = 19.04\%$$

When the percentage on **sales** is 20%, then the percentage on **cost** is:—

$$\frac{20 \times 100}{100 - 20} = \frac{2000}{80} = 25\%$$

When the percentage on **sales** is 22%, then the percentage on **cost** is:—

$$\frac{22 \times 100}{100 - 22} = \frac{2200}{78} = 28.20\%$$

When the percentage on **sales** is 30% then the percentage on **cost** is:—

$$\frac{30 \times 100}{100 - 30} = \frac{3000}{70} = 42.86\%$$

These examples will suffice. You see how simply and rapidly you can ascertain what percentage to add to the cost price to equal the percentage on the **sales** price.

Some Illustrative Examples

Let us now apply what we have learned to actual examples.

We'll suppose that you have an article that costs you $3.00; and that your cost of doing business (reckoned on your **selling** price) is 18%. First of all we must convert this 18% to the equivalent percentage received on the **cost** price. Using the formula we have:—

$$\frac{18 \times 100}{100 - 18} = \frac{1800}{82} = 21.95\%, \text{ or, say, } 22\%.$$

So we ought to add 22% to the **cost** price. That is, when the article you have to sell—a hat, a pair of boots, an oil stove, a picture, a piece of china, or anything else—costs you $3.00, and you add 22%, you get the correct selling price of $3.66 (which you may make

$3.65 or $3.75, as you please; only you know that you should get at least $3.66 to obtain the right proportion of your costs of doing business, plus a desired profit).

But suppose you deceive yourself, and add only 18% to the invoice price, saying, "It costs me 18% to do business; therefore, I ought to increase the invoice cost by 18%." In such case, your selling price would be $3.54. As we have seen, you really require to get $3.66; so if you sell at $3.54 (probably at $3.50), you will be losing 12 cents and probably 16 cents.

You may think this not a very serious matter. Perhaps it is not in respect of individual items of small amount; but if you make the same error on all your sales for the year, the loss you sustain becomes a very heavy one and may mean that you will work all year for nothing, failing to obtain the desired profit.

Calculating Errors in a Year's Turnover

Let us look into this matter on the basis of a year's business.

We'll suppose that the goods you sell in a year cost you to buy $30,000; and that it costs you 18% of your sales to run your business (including an adequate salary for yourself, and a desired profit over all). 18% on sales, as we have seen, is 22% on cost. Which means that you ought to get $36,600 for the goods which cost you $30,000 to put into your store. Now if you add only 18% to invoice cost, you will obtain only $35,400—a difference of $1,200; that is, you would be losing just $100 a month, which may be the profit you have aimed at obtaining.

When one remembers that ample and official investigation shows that 90% of all those engaged in business get no profit from their effort, one has, in the above example, a hint as to why many men in business work year after year, for nothing.

Losing a Dollar 1,400 Times

Let us take another illustration. You are a hardware dealer, we shall suppose. You discover that your cost of doing business equals 17% of your sales (which 17% includes an adequate salary for yourself and a profit of $1,000 or so over all expenses, as a reward for your year's effort). Now 17% of sales is the same as 20.5% on cost (as per formula).

We'll suppose that you want to ascertain the correct selling price of a stove which costs you to lay down in your store $24. Clearly you must add 20.5%, which gives you a selling price of $28.92; or say, $29. But if you make the error (as many do) of adding only 17%, you get a selling price of $28.08, or, say, $28. That is, you would be losing a dollar on every stove sold.

Now, suppose that you are working on the assumption that it costs you 17% to do business (reckoned on your sales); and that you sell goods in the year which cost you to buy $40,000; and that you add (erroneously) on an average, 17% to cost or invoice price, your total sales revenue would be $46,800. But, as we have seen, 17% of sales is the same as 20.5% of cost price; which means that you should have obtained $48,200 for the goods that cost you $40,000 to buy. Because of your error in marking your goods, you have lost $1,400 which you expected and desired to get; and this loss of $1,400 probably means that you have worked all year for just wages; that you failed to obtain any profit on effort. It really means, in this example, when you sell goods costing you $40,000 for $46,800, that you are recovering only 14.5% on sales instead of the 17% required.

In order to save you time, the following table showing equivalent percentages in the cost of doing business is provided.

When the cost of doing business reckoned on the selling price is:	Then the equivalent percentage, reckoned on the cost price is:
9%	10%
10%	11.11%
15%	17.65%
16%	19.05%
20%	25%
25%	33 1-3%
30%	42.86%
35%	53.85%
40%	66 2-3%
50%	100%

For other in between percentages, use the formulas as follows:

(1) *To ascertain the percentage cost of doing business reckoned on the selling price:*

Total Annual Expenses × 100 ÷ *total annual sales.*

(2) *To ascertain the percentage to add to cost or invoice price, when one knows the percentage cost of doing business reckoned on the selling price (as ascertained per formula above):*

Percentage on sales × 100 ÷ (100 − *percentage on sales*).

Memo: Cut out this table and statement of methods, and paste same in your ledger.

It is worked-out illustrations such as those given that should convince you of the tremendous importance of knowing accurately just what it costs you to do business; of avoiding the fatal error of adding to cost price the percentage reckoned on the selling price.

Be Sure to Provide for Salary and Profit

If your costs of doing business do not include a sum representing a desired net profit over and above your operating and other costs (which should include an adequate salary for yourself sufficient for your own and your family's needs), be sure to add to these costs the amount you desire as profit on your year's effort. Failure to figure in a net profit for effort and the risk of capital means generally a profitless year.

Brown's Case By Way of Illustration

As an illustrative example of this study of percentage costs, let us state a case.

John Brown, merchant, has total sales of $46,500. His year's expenses are as follows:

Rent	$ 600
Freight, etc. (on incoming goods)	400
Salaries (2 men besides himself)	3,500
Fixed Expenses (taxes, fuel, insurance, etc.)	200
Delivery, (including horse and wagon upkeep, stable, paper, twine, etc.)	600
Incidentals (including printing, advertising, postage, telephone, cleaning, repairs, etc.)	350
Losses (including bad debts, shrinkage, spoilage, thefts, donations and subscriptions, discounts given, etc.)	250
Interest (on capital, on bank overdrafts, etc.)	350
Depreciation (on furniture, horse, wagon, equipment, etc.)	150
Total	$6,400
Add to this the net profit Brown desires on his year's effort say	$1,600
or a total cost of doing business	$8,000

That is, Brown's cost of doing business is (according to the formula previously stated):

$$\frac{\$8{,}000 \times 100}{\$46{,}500} = 17.2\%;\ \text{say}\ 17\%.$$

This 17% is on the selling price. Converted into a percentage on cost price, and following the formula previously stated, we have

$$\frac{17 \times 100}{100 - 17} = \frac{1700}{83} = 20.5\%.$$

That is, Brown would have to add, on an average, 20.5% to invoice costs to recover the $8,000 required costs of doing business + profit on effort.

If Brown's sales are $46,500, and if they include $8,000 (costs of doing business + net profit), then it is clear that the invoice cost of the goods sold in the year is $46,500—$8,000 = $38,500.

This illustration should prove suggestive and helpful to the man who wants to know how to calculate the costs of doing business, and how to apply these costs, when reduced to percentages.

This Way Fortune Lies

To sum it all up; and to make it very practical:

(1) Take your sales for 1917;

(2) Reckon up your expenses of doing business, omitting no item or class of item;

(3) Include an adequate salary for yourself, sufficient for your own and your family's proper needs;

(4) Include, also, a sum which you think is just as a profit on your year's effort;

(5) Ascertain, from those two sets of

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A LITTLE BRIGHTNESS IN GOTHAM STILL

Despite Doleful Predictions, Wars and Rumors of Wars, Our New York Correspondent Sees a Few Colorful Touches—Borders on Handkerchiefs Popular.

IN these troublous times when The Providence *Journal* is almost daily spreading gloom and hatred through the land by the discovery of some new machination of the perfidious Hun, it is mighty difficult to keep up our cheerful spirits. The thought that England has cornered most of the wool, and that the Germans have eaten most of the Belgian hares that used so obligingly to provide us with felt hats, is enough to chasten anyone's spirits, without the constant reiteration of these solemn facts. Even if more of the product of the sunny south is creeping into our wearing apparel every day, there is no reason for us to mope. There ought to be a commission to investigate and suppress those gloomy guses, who go about knocking the joy of life on the head by stating that within a year's time we will be going around clothed in the pristine simplicity of the late Mr. and Mrs. Adam.

The world is still full of a number of things, even in the line of clothes, to arouse our interest, even if at the same time they sometimes arouse our mirth.

SOME UNIQUE WAISTCOATS

Take waistcoats, for instance. All this conservation talk has not sufficed to discourage some folks, as some models we have seen of late attest. The sight of them after erasing all that melancholy drooling about what we were not going to be permitted to wear was as refreshing as an ice cream soda dropped on a drouthy camel in the Sahara. It isn't going to help the Kaiser to any great extent if we do put a little bit of cheer into the clothes we wear.

THE FORM-FITTING IDEA

But to return to those waistcoats, that we left a block or so back. You will note a tendency to tamper a little with the lower lines, that since time immemorial have been running round toward the backbone with just a suspicion of an upward tilt. One of these novelties was probably devised by a reformed collar cutter who hadn't made quite a complete reformation. The idea of course is that instead of the straight line the lower edge should retire with gently sweeping curve. That certainly gave a collar-like point, and it must be admitted that when John Algernon was standing up it looked just a little bit all right. But as those goggle-eyed lads, who hide their intellect behind a pair of horn glasses, would say, "there's always a fly in the ointment." You see this curve of beauty sloping upwards has a tendency to shorten the waistcoat, and when a man stretches himself gracefully, especially if he wears a belt, he is liable to show several inches of shirt, and even silk shirts do not look well at the equator. The only way that presents itself is to have the trousers cut after the English mode, well up under the arms. But then, of course, a belt would simply cease to do business in that locality.

STILL UNNECESSARY FLAPS

Well there you have it friends, think the problem out for yourselves. This waistcoat, all the clothing gatherings to the contrary, has a patch over the lower pockets. It would have been a square patch if that cutter aforementioned hadn't trimmed an angle off each side, making it like a decapitated cone. Here's another style, modeled something after the fashion of a riding waistcoat, with a severely square bottom and very long V-shaped points. It has a waist seam that might discourage its use among those chaps who have the general appearance of being "regular to their meals." It has also a little bit of novelty in the matter of pockets. The lower ones showing a square flapped effect, while the top pockets show a slight slope inward and downward.

SOME STRIKING OVERCOATS

But enough of waistcoats. This is more a season to discuss overcoats anyway. That reminds me of a coat that I saw recently. It was made of plaid homespun, lined with muskrat, and with a plucked muskrat collar. The homespun had what the designers called an indefinite stripe. Indefinite seems hardly the word, but let that pass. The stripe criss-crossed the coat at regular intervals of about two inches, and the stripe was green. Of course if you can wear your clothes "with an air," this thing would be a real acquisition for informal wear, but minus that "air" you would probably be mistaken for the member of a minstrel troupe. A little more unobtrusive in design is a black double breasted coat of vicuna with a Persian lamb collar, and a lining of moleskin. Where

(Continued on page 45.)

The Mirror Points the Moral

WITHOUT *colors the above illustration of a neckwear and shirt trim loses much of its attractiveness.*

The imagination, however, can fill in to some extent what is lacking to the eye. As is brought out in the show card this is Rainbow neckwear which is being shown, in other words ombres with the colors shading into one another. In the centre of the trim is a large circular mirror and around it is wrapped the ombre tie silk.

That mirror had, M. L. Birrell who trimmed the window states, great effectiveness. In the first place it caught the eye of the passer-by, caused him to stop and inspect the trim. It threw back at the passer-by a reflection of himself. It thus often forced home the opinion that a new tie would be very desirable.

A large number of ties were directly sold as a result of this display and the sale of shirts, which it will be seen were shown in connection with the ties, was stimulated also.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN.

VOL. 8. FEBUARY, 1918 No. 2

EDITORIAL NOTES

ONE thing about the recent big storm anyway, it kept the small town buyers at home.

* * *

THE aim of the men's clothing designers is now to put style *into* their suits rather than *onto* them.

* * *

AND, thanks to heavy buying when goods were a little lower in price, the small town merchant had goods to sell.

* * *

THE storm even gave the mail order houses a jolt. But no use counting upon such passing influences to defeat these great institutions. The only safeguard against the invasion of the M.O.H. is a thoroughly alive business.

* * *

NOT for over ten years, say R. G. Dun & Co., have there been as few business failures in Canada as in 1917. The strenuous early war days weeded out the weaker brothers, and the prosperous conditions of the past eighteen months have strengthened the position of the strong.

BACK ON THE FLOOR

FROM many parts of the Dominion comes the word that store help is scarce. In some places proprietors, who for years have been taking only a supervisory interest in their stores, are back on the floor. Well, that will probably be good for the store, and it will certainly be good for the proprietor. A supervisory interest often means a half-hearted interest. These are days for a man to do a big work. It won't hurt to add to the work of supervision and direction that of head salesman as well. Some of the brightest and most prosperous men's wear merchants have for years been acting in this dual capacity. It is quite possible that to this very fact must be attributed a good part of their success.

GOING SOMEWHERE?

ARE you going somewhere, or are you just wandering around?

What are your plans for the business?

Now you have to face the question as to your buying policy for 1918. Perhaps you have already found the answer. MEN'S WEAR REVIEW knows that a number of merchants have

Are you going somewhere?

Are you going to increase your stock, in the belief that prices will go still higher, and that a purchase even at the existing prices will yield a profit because of this coming advance? We know of a number who are taking this attitude. As one man stated to a manufacturer who remonstrated with him because of the size of his order, "Oh, I'm willing to take my next year's profits in goods."

This man had the money, which made such a course possible. He may not be altogether right in his action. But he is going somewhere, not just wandering around. He has faced the facts as he knows them—the facts about goods and about his financial position—and has determined upon a definite course.

We know some merchants who are taking the other attitude—buying practically nothing, believing this to be a good time to clean up stock.

Others, again, are adopting a middle course—reducing stock, where it is very large, yet purchasing also wherever they see a good opportunity; and all the time sorting up to make sure they will have on hand what is needed; not saying for instance that they need no odd pants, but going over the stock to make sure that they have a sufficient assortment of the large as well as the small sizes before refusing to buy.

Any one of these attitudes may be right; it all depends upon the merchant's position. But all these merchants are going somewhere. They have planned their action. Unfortunately some there are who are simply wandering round. They have no definite policy. If history repeats itself, it is this class of "wanderers" which will supply the business casualties of the coming years.

THE MACHINE GUN NEEDED.

LLOYD George, in one of his great speeches, pointed out that of the casualties about 90% are from machine gun fire and less than 5% from rifle fire.

There is a thought here for the business in these days of scarce help.

What is wanted is the machine gun which will make most effective the work of the available men. Enough men with rifles may have done in the past. Now the few men must be made entirely sufficient by the aid of the machine gun.

What is this machine gun of the business? Well it may be any one or all of a number of things: better store arrangement; better equipment; anything which will multiply the effectiveness of the merchant and his clerks; anything which will enable them, though reduced in number, to carry the Saturday night peak loads of business.

PUBLIC OWNERSHIP WORKMEN SLEEP

THE part which the technical and trade newspapers play in their particular fields is too often ignored by public officials and the action of the United States Senate Committee on Military Affairs in calling in Fred H. Colvin, editor of the technical newspaper, *The American Machinist,* to give evidence at the recent inquiry into the Government arsenals would indicate an awakening. THE FINANCIAL POST, under the heading "Public Ownership Workmen Sleep," says: The United States Senate Committee on Military Affairs was not satisfied with the way things were going on at the Government arsenals conducted under public ownership. They called in an expert, Fred H. Colvin, editor of the technical newspaper, *The American Machinist.* He gave some very interesting evidence. His evidence created a great sensation and is leading to a complete reorganization of the arsenals and the War Office officialdom responsible for conditions.

Mr. Colvin declared the Government arsenals at Springfield, Mass., and Rock Island, Ill., do not understand manufacturing principles and have antiquated machinery. Some of the machinery at the Springfield arsenal is fifty years old.

He charged that "an excessive nicety of requirement" in unimportant parts of rifles held up rifle production "tremendously."

The bayonet is only a butcher knife and a sixteenth of an inch would not make any difference," he said, "yet a variation of 1-2000 is sufficient cause for rejection."

"I have photographs taken of men in the Winchester factory playing checkers last August," he said further. "Details of manufacturing had not been decided upon by the War Department. The one great weakness was that everyone hesitated to take the responsibility in deciding these details."

"Were all the men playing checkers?" asked Senator Hitchcock, of Nebraska.

"No; some were sleeping," Mr. Colvin answered.

That the dilatory tactics of the Ordnance Department will prevent first delivery of the Browning machine guns until a full year after the entrance of the United States into the war was again emphasized by the next witness.

General Crozier, the United States Chief of Ordnance, gave orders that Mr. Colvin should be barred from inspecting arsenals because he insisted that expert machinists and not army officers should be in charge.

This experience shows what happens under public ownership. It also exposes the stupid antipathy that prevails among public officials against business and technical papers. Sir George Foster, Minister of Trade, voted to put Canadian technical newspapers out of business. Hon. Mr. Burrell, late Minister of Agriculture, supported a movement that would tax farm papers out of business. Even Mr. Murray, the Secretary of the Canadian Manufacturers' Association, after recommending every medium of publicity for Canadian manufacturers, from buttons to billboards, deliberately eliminated all reference to the business press.

When the manufacturers wanted to know how to make munitions it was not to the buttons or billboards but to the technical newspapers they applied. The Trade and Commerce department was helpless. The Manufacturers' Association did absolutely nothing for them. Not only did the newspaper, *Canadian Machinery,* show in a series of illustrated articles how to adapt Canadian plants for munitions but they secured the blue prints and specifications for French and Russian shells so that their readers could and did tender on them.

FEWER TRAVELLERS, THEN WHAT?

BECAUSE of the reduced number of available men—because of higher travelling expense, in money and especially in time, because of a scarcity of goods to sell—there is a probability that merchants in the out-of-the-way centres will not see as many travellers as a year or two ago.

The calls of these "ambassadors of trade" will be missed. There is no better friend to a courteous merchant than one of these travellers—men who see much, and who are only too glad to pass on suggestions, suggestions, moreover, which do not grind their own particular axe. Still, if the war results in the number of travellers' calls being reduced—and that seems certain—then the merchant will need to lay his plans accordingly. Greater than ever will be his dependence on the printed message. Perhaps more frequent trips to the buying centres will be profitable.

CHANGES COME GRADUALLY

CHANGES, fortunately, come about as a usual thing rather gradually. The war has to some extent altered this general principle, as it has altered so much, yet the tendency still is toward making haste slowly when it comes to changes.

So it will probably be with clothing styles. There has for some time been a movement toward simpler, more conservative and more conserving styles in men's suits and overcoats. Recently a great impetus has been given this movement, as will be found fully dealt with elsewhere in this issue. There is no need for fear, however, that the change will be so drastic as to leave the store customers unprepared for what they will find in the store to buy. We are going to steadily move toward simpler clothing—that is all. It might be well to sell off supplies of very extreme models, yet the movement away from these can hardly be expected to come in a season. Of course these ultra extreme styles have always formed a small part of the business. They will prove a smaller and smaller part in the future.

A handsome and spacious store, this one of N. E. Papillon's in Quebec City. The arrangement is worthy of study.

FINE STORE GETS TRADE OF ALL CLASSES

N. E. Papillon, of Quebec City, Gets Splendid Business From Farmers as Well as From Students, Soldiers, and the Regular City Workers—Some Good Stock Keeping Wrinkles—Features Special Measure Clothing

THERE is an inviting roominess to the new store of N. E. Papillon, Quebec City. New perhaps is hardly the right word to use, for this establishment has been opened now for a little more than a year. However, the store still has a very spick and span appearance, and it is comparatively new to Mr. Papillon and his son, Eudore, who, for years before going into this new establishment, had been doing business further down the street.

The present store was built by the occupant to the end of making a splendid men's wear establishment. As a result every feature has been made work to this end. The large windows at the back give splendid light throughout the whole store. Moreover, this light will hardly be interfered with at a later date, for the store is built on a hill which runs away at the back preventing the possibility of any building up blocking these rear windows.

Stock Under Glass

The illustration used herewith gives a very good idea of the store interior. Of course, the architect had ample room to work in, for the store measures 34 ft. x 86 ft. Yet even so splendid advantage has been taken of this, and and as has been said there is an inviting appearance about the whole floor.

A great part of the stock, it will be seen, is kept under glass in modern fixtures. Every once in a while some retailer rises to remark that these high-class fixtures are inclined to scare away farmers' trade. This has not been the experience of the Papillons, father and son. "You are the furthest store along the street," a traveller frequently says to Mr. Papillon. "Yes," comes the answer, "but we are the first along the street coming into town."

This simply means that they are in a very favorable position for getting business from the farmers, and such business is coming in large quantities—coming, moreover, in spite of the fact that the business transacted is all on a cash basis.

A Pointer on Keeping Hat Stocks

In the interior illustration given the hat department will be noted at the left. There is one feature here which cannot be shown in the photograph yet which would be of value could the men's wear trade of the Dominion see it. The hats are kept telescoped, and on the outside hat is a ticket showing the size of all hats which are within. This simply means that when a customer comes in and asks for, say, a 6⅞, the party who is waiting upon him can very quickly ascertain where there are such sizes. It is not necessary to draw out a large number of hats in order to discover the few of the size. The tickets indicating the sizes of the hats are kept up-to-date. This can easily be done. When one hat of a certain size is sold that number is struck off the card, which is kept on the outside of the telescope. When new hats are placed in stock of course new cards have to be made out.

Sells to the Soldiers

This store is near a large college and caters for business from the students. Also it has for some time past been doing a large business with the soldiers—not only for military lines—in fact, not as much for military lines as for other goods, such as underwear, sweaters, handkerchiefs, socks, etc.

A very high-class line of goods is carried in this store and there has been no difficulty in selling these in spite of the high prices which have had to be

asked. Mr. Papillon, moreover, looks for a splendid year's business in 1918.

Special Measure the Thing

In clothing some ready-to-wear is handled, and very satisfactory business is done with this. The store, however, is featuring the made-to-measure service. The policy is to concentrate on about two lines—lines which Mr Papillon is certain will give satisfaction when the delivery of the suit is made. The business is growing all the time, but has at the present moment reached a very satisfactory proportion. It will be noticed in the photograph that there is a clothing section just at the back of the store. There measurements can be taken without the purchaser feeling that he is being made in any way conspicuous.

Eudore Papillon has had a wide experience in the men's wear trade, having worked in other sections to get the ideas obtainable there. He is a great believer in window trimming, and makes the fine windows which this store has work continuously. The displays are very frequently changed.

The exterior of N. E. Papillon's fine store. Use of special measure samples in one of the windows is deserving of study—displays drawing attention to this department are, on the whole, too few.

HOW TO CALCULATE COST OF DOING BUSINESS

(Continued from page 39.)

figures—your total sales and your total costs of conducting your business—the percentage cost of doing business;

(6) Convert this percentage cost on sales into its equivalent cost reckoned on the cost of goods;

(7) Mark goods accordingly;

(8) Then make sure that you are selling enough goods at the requisite advance on cost to give you every week the amount, in dollars and cents, necessary to meet your requirements.

If you do all this—and it will take some doing— you can possess a mind at ease; if you fall short, then let the deficit urge you to greater endeavors.

When you learn how hard it is to keep everything up to scratch, you will be slow to put on special cut-price sales; or to give away goods or make friendly allowances to favorite customers. You will be careful in your buying, careful to buy only what you are reasonably sure of selling at a full advance over cost and what can be quickly sold. You will discourage yourself and your staff from taking overmuch time to sell goods on which, for one reason and another, you cannot get the full advance on cost which your expense of doing business calls for; and you and they will devote all energy to selling goods whose retail price gives you a bountiful advance over their cost.

So will you become a better merchant, a happier one, a more prosperous one. So will you remove yourself from that poor class of retailers, comprising 90% of all retailers, who get no profit on their effort; and so will you place yourself in that prosperous and rich-growing 10% class who get a profit on their effort year after year.

BRIGHTNESS IN GOTHAM STILL

(Continued from page 40.)

it differs from the average run of coats is in its double-breasted effect, and the wide, braided frogs at the front. These are items that have the appearance of a happy thought in the days when the mercury is trying to snuggle down into the bulb at the bottom of the thermometer.

For milder weather there is a mackintosh made of brownish woolen material, with an interior upholstering of strong waterproof material.

Exit the Form-fitting Style

While on the matter of coats, it might be mentioned that the snug waisted variety so long with us is among the departing guests, and back to us come the easy, slip-on styles. The Raglan shoulder will be considerably in vogue, accompanied by the slashed biased pocket. Rough tweeds and homespuns will once more be the favored cloth.

Just a word about collars. The round cut-away collar, despite the fact that it was the happy thought of a couple of years back, still continues to be the biggest seller on the market, with no hint of a waning popularity. There are other popular lines. The cut-away with a moderate point is being favored to a considerable extent, but it looks as though the average man is going to stick by the established style aforementioned.

Broad Ties Coming

Speaking of collars not unnaturally suggests ties. There is nothing much to note in these except for the ambitious Johnnies who want to walk toe to toe with the favored ones who set the fashions. This is merely a hint dropped, understand. The extremist persons are going in the near future to start wearing ties one and three-quarter inches in width.

As for handkerchiefs, the fancy patterns are coming back into favor, and there would likely be a wild stampede for these were it not for the fact that the supply is limited. Most of these lines are imported, and importing is one of the very poorest of occupations at the moment.

L. A. Gaumond, men's furnishings, Quebec, Que., has sold assets.

National Clothing Mfg. Co., Ltd., St. John, N.B., has been destroyed by fire. Partial insurance was carried.

"HOW TO MEASURE THE VALUE OF TURNOVER"

(Third Address by Frank Stockdale.)

THE third address by Mr. Frank Stockdale, on retail merchandising problems dealt with the subject "How to Measure the Value of Turnover." The importance of the merchant having a detailed knowledge of profits was emphasized in connection with turnover, which was defined as distinct from volume. An illustration of the method of figuring turnover was given, emphasizing the importance of basing all percentages on the sale.

"The merchandising game is based on the figuring of profits," said Mr. Stockdale, "that is its foundation and whether you are an advertising man, salesman, buyer, department manager, decorator, bookkeeper, or whatever part of the merchandising plan you fit into, the effect and value and result of your effort depends upon a knowledge of profits, and when we look over the wide merchandising field and see the large number who have not yet got a firm grip upon the matter of profits we must certainly be convinced that it is no easy job. We are pioneering and there is a great opportunity for knowledge along this line."

"As we go into our merchandising establishments and study the subject, we realize that a great deal depends upon how a man does a thing. Profit is the thing that determines how you are going to merchandise. The thing to consider is 'Am I getting under my load or is my load dragging me down?'

"Another thing to consider in regard to profits is to adopt methods instead of principles, and the thing we want to watch in studying merchandising problems is that we don't throw the principle away.

"The principle of handling percentages and the principle of *applying specific facts to specific things instead of applying general facts to specific things* are the ones to study. Every last percentage should be based on the same thing because we want percentages for the sake of comparison.

"*All percentages should be based on the sales, and the average man who tries to get percentages of expense on the cost of goods sold gets tangled up. It takes a firm big enough to keep an expert accountant on the job to keep things straight.*"

To illustrate the point Mr. Stockdale drew a large circle which represented the sale and marked out percentages for margin, cost of merchandise and net profit. On this basis Mr. Stockdale stated that any percentage quoted would be a percentage of the circle and there was no likelihood of becoming tangled up because it would be based on the sale.

"The two highest retail authorities in the United States and hundreds of merchants recognize this method," added Mr. Stockdale.

"Nine out of ten merchants with whom I have come in contact, who mix their percentages, never have percentages that tell them very much. If percentage is 'a sign of relationship' you must keep the relationship based on some one thing. When you change your base of percentage you have changed the whole thing and you are going to get tangled up somewhere."

At this point Mr. Stockdale emphasized that turnover was distinct from volume. "Volume answers the question, 'How much do I sell?' Turnover does not answer that question at all as I am using the term. Turnover answers the question, 'How long does merchandise stay in my store?' That is a fundamental point to be kept in mind."

Mr. Stockdale proceeded to illustrate the method of figuring turnover on the basis of securing the facts and figuring it out from them. A problem was worked out, taking an inventoried stock on Feb. 1 as worth $2,000. Sales for the year preceding were $6,000. The margin was taken as 33 1-3 per cent., which made the cost of merchandising equal to 66 2-3 per cent. of selling price which in turn is equal to $2,000, that is, the goods are worth at selling price, $3,000. Dividing the worth of stock at the selling price into the selling value it was evident that the stock turned twice during the year.

Referring to this method of working the problem Mr. Stockdale pointed out that it was necessary to know at certain periods of the year how much stock was on hand in order to strike an average which is required in working the problem of the number of turns. On this basis the above method of working the problem is incorrect owing to the fact that the average for the previous year was worked into the figures for this year. Mr. Stockdale emphasized that the closer the average figures ran per month or week of the present year the more accurate would be the result indicating the number of turns of stock per year.

"The usual method is to estimate as closely as possible what the stock is at the end of each month during the year. These figures added and divided by twelve give the average stock carried through the year. If the merchant has $2,000 at inventory time the chances are he has from $2,500 to $3,000 worth throughout the year," said Mr. Stockdale.

"*The average merchant gets only half as many turns as he thinks he gets.*"

Referring back to the correct method of doing the foregoing problem Mr. Stockdale indicated that the sales at cost were $2,000 while the average stock carried was probably about $3,000, which works out to 1 1-3 turns of stock per year.

TO DISCOVER TURNOVER

A rule was given for figuring turnover, as follows: "*Divide the year's sales at cost by the average stock carried.*"

"In measuring the value of turnover we want to realize that turnover affects only one kind of expense directly. The two kinds of expense are (1) *Time or carrying expense and* (2) *Labor or selling expense.* The total expenses of the store are divided into time and labor expenses. Time expense is expense that is

directly affected depending upon the length of time the merchandise stays. Labor expense is expense that goes up and down, depending upon the amount of labor necessary to sell the merchandise. We carry merchandise and we sell merchandise, the operations are separate and should be made distinct."

Proceeding to outline some of the expenses in a store in their proper category as expenses, Mr. Stockdale referred the audience to the following list. Under the heading of Labor or Selling Expenses he included: Clerks' salary, owner's salary, advertising, delivery, bad debts and part of general expenses. Under the heading of Time or Carrying Expenses he included: Rent, insurance, taxes, heat and light, interest on investment, depreciation and part of general expenses.

"It is obvious that these expenses go up and down depending upon how long the merchandise stays," said Mr. Stockdale. "Some lines turn much faster than others and so this difference in turnover exists in every store."

Applying the expense percentages outlined above to an actual case, Mr. Stockdale illustrated a store in which the expense of doing business was $1,460 and the yearly sales were $6,000. This was on the basis of two turns per year. On the basis of $6,000 total sales he worked out the following expenses, on the basis of average percentages found to exist in business:—

Clerk's salary	$ 366
Advertising	156
Owner's salary	180
Rent (at 3 per cent.)	360
Heat and light	60
Insurance and taxes	144
Delivery	36
Bad debts	24
Interest	360
General expenses	162
Depreciation on stock and fixtures	198
	$2,046

Illustrating the difference in these expenses where less stock was carried and yearly sales were the same, Mr. Stockdale continued as follows:—

RELATION OF EXPENSE TO TURNOVER

"Suppose I put in as much stock in this department as will last a year and I get one turn. The average stock carried is the average sales for the year. Instead I carry only half as much and get the same sales, therefore I am using only half as much space. Expenses of lighting, rent, insurance and taxes are only half the above figures and in the latter two cases only their share of expense is borne."

Following out the method defined of securing the cost of doing business, Mr. Stockdale divided the $2,046 expenses by the $6,000 total sales which indicated 34 1/10 per cent. "It is evident the goods in that store have to bear a high profit," said Mr. Stockdale.

"If I carry as much stock on an average as I sell in the year, my interest is 6 per cent., therefore my interest charge in expenses would be 6 per cent. In regard to general expenses, if I turn over my stock twice a year in one case and only once in the second case, that stock must bear its proportion of telephone, etc., expenses for a year where it only turned once and for six months where it turned twice. The same thing applies to sweeping and taking care of the store, therefore we will have to double some general expenses."

Mr. Stockdale defined general expenses as "the place where all expenses are put that the merchant does not know what else to do with."

Referring to the matter of rent, Mr. Stockdale pointed out that if the rent was $360 on the space where $6,000 worth of merchandise was sold which turned once a year, the rent on some other department selling an equal amount of merchandise which turned a different number of times would be on the same basis. Thus if the stock turned eight times the yearly rent would be $45 on the basis aforementioned.

Making a comparison of the cost of doing business as between specialty stores, Mr. Stockdale stated that in the jewelry store stock turned on an average of about once a year and that the expense of doing business was in the neighborhood of 34 per cent. Compared with this he cited the case of the grocery store which turned its stock eight or ten times and had an "expense of doing business" of about 18 per cent.

"If you take the store facts as we have worked them out," said Mr. Stockdale, "you will find fact after fact that will prove that what we have done is sound to the core. There is only one reason why it costs more to sell goods in the jewelry store than in the grocery store and that is the dull seasons with their large selling expenses. Turnover is not the whole thing in business, but it affects all these time and carrying expenses."

"I was in a dry goods store where about two-thirds of the merchandise sold was sold during the months of October and November, but they could not turn off their help during the other seasons. That is a similar condition to the one found in the jewelry store. At holiday time the jewelry store is at the high peak and that means extra selling expense. The whole matter is a question of the 'peaks in business.' People eat every day, hence the continuous turnover in the grocery store."

PUSHING THE LINES THAT SHOW PROFIT

Addressing the heads of departments in particular, Mr. Stockdale continued *"it means to you that when you have a line in your store that is bearing a real profit, that is the line for you to push, that is the line to buy and that is the place to put the effort that counts.* You want to co-operate with merchandise men in holding these stocks down to where they ought to be and the chances are that in doing that thing you are doing more for that store than if you would sell half the merchandise sold in the store, in your department. *Stocks have to be held down until there is a profit.*

TURNOVER MAY MEAN LIFE OR DEATH OF STORE

"We find stores turning stock seven times a year in competition with stores turning three times a year in the same line, and the three time stores are having to draw each year on the fund they have laid away in years gone by. As far as managers and buyers of departments are concerned there is a great opportunity to make money by holding stocks down. *I know you have to have variety to make sales, but you can get so much variety that no matter how many sales you make you don't make any profit."*

Addressing the retail merchants in particular, Mr. Stockdale continued. "A man comes along selling merchandise which you have to sell for a certain

margin of profit. Perhaps it does not average up to what your marginal profit is. *You say you would lose money every time you sell it, but the chances are if that article has been on the market for any length of time and merchants are distributing it widely, the ease of selling will bring down the cost of doing business so that you would have a profit.* I am not advising you to take everything that comes along. You want to judge between men that bring along the right proposition and the wrong proposition. Judge not only between advertised and unadvertised lines, but judge between advertised lines and other advertised lines because there are advertised lines and advertised lines. You see a man getting along fast every once in a while, and the reason very probably is that *that man is keen enough to know what to push and what to sell, and he is keen enough to let the other fellow take the big sales on certain lines while he takes the sales on the lines that show the real profit.* I feel very keenly the fact that one merchant can out-general the other because he lets one fellow sell the goods that make the profit. When real profit gets down to 3 per cent. it does not take much to make a difference between a merchant and storekeeper."

During the discussion which followed, the question was asked as to what depreciation consisted of. Mr. Stockdale in answering divided depreciation into two general divisions, depreciation on fixtures and stock. Referring to the dry goods trade he pointed out that loss through soiled edges of cloth, ends, etc., was depreciation and not markdown.

Answering another query Mr. Stockdale stated that the U.S. authorities quoted in regard to the matter of "basing all percentages on the sale," were Paul H. Nystrom of the U. S. Rubber Company, recognized as one of the leading retail investigators, and W. Salmons of the staff of *System.*

* * *

Answering a question in regard to the providing for a definite percentage of markdown when it was a condition of the future, Mr. Stockdale replied that the only way of judging the future was to judge the past. "Everything is uncertain when you project into the future," said he.

* * *

"Sometimes you receive goods in much more favorable condition than at other times. You might not have markdowns this year the same as last," was the statement of one merchant in the audience.

To this Mr. Stockdale replied that merchants would have to take into consideration past experiences in regard to markdown.

* * *

"Should markdown be classed as part of expense?" was next asked.

Mr. Stockdale replied that this was immaterial for the reason that markdown applies only to a limited number of articles in most stores.

* * *

"Don't markdowns affect the percentage of gross profit?" was asked.

"They do," said Mr. Stockdale, adding that where merchants have found it necessary to mark down goods by a certain percentage, that same percentage should be added before computing the net profit.

"If you don't take into account your percentage of markdown you are going to get left," added Mr. Stockdale.

* * *

Another query from the audience was as to whether the warning to "keep stock down" applied to present or normal conditions. Mr. Stockdale replied that it applied to normal conditions and also to abnormal conditions when the market is found to be going down.

* * *

"Why don't markdowns come under depreciation?" was asked.

"The only reason for keeping them separate is so as not to lose sight of them in the shuffle," replied Mr. Stockdale.

Referring to the grocery business in this connection he pointed out that if there was any particular waste in the store it should be put in a separate account in order to distinguish things. At this point a grocery merchant injected a little humor into the situation by asking why the merchant should keep groceries until they were classed as waste.

Dealing further with the subject of markdowns and depreciation and their relation, Mr. Stockdale pointed out that if there was no considerable amount of markdown it might be classed as depreciation, but if a large amount it should be kept separate so that it would always be before the merchant. He added that there was practically no depreciation on stock which turned over eight times a year.

* * *

"Does the rule applying to turnover apply to long-time sales?" was asked.

"Be careful when you talk of turnover to distinguish between capital and stock turnover," said Mr. Stockdale, adding, "a man's capital turnover is undoubtedly slowed down by long-time sales."

* * *

"Are there any recognized margins of profit in the U. S. Courts?"

"No," was the answer.

* * *

"Do you advise getting rid of lines of goods which do not show profit even if they have advertising value in the store?"

Mr. Stockdale replied that it would depend upon what it was costing him, and added that he knew of stores that kept lines for their advertising value only.

"Could these lines be placed on a paying basis?" was asked.

"There is no line that cannot be made to pay if conditions are right," replied Mr. Stockdale.

Returning to the question of departmentalizing the store, the question was asked as to whether it would be advisable to get rid of that section of the store whose departments merely "broke even" and to maintain only that portion of the store which showed a profit.

Mr. Stockdale replied that it would not be advisable. "I would first endeavor to put those departments on a paying basis, and then if all efforts did not avail I would cut them out unless certain lines were absolutely necessary from an advertising standpoint."

INTERESTING PROSPECTS BY MAIL

Story & Story, of Winnipeg, Have Highly Efficient System of Lining up Prospects by Mail—Folders Bring Results—Keeping "Dead Wood" Off Mail Lists —Compiling List of Prospects.

THE building up of the element of "personal contact" has always been recognized as a factor of utmost importance in connection with retail merchandising, but it is perhaps at its most effective point when applied to the men's wear trade, especially in countries like Canada where the democratic spirit is uppermost.

The experience of Story & Story, men's furnishings dealers of Winnipeg, in dealing with this all-important topic is of great interest, and the measure of success which has resulted from close attention paid to mailing lists, and the system of forwarding folders, effective advertising matter and personal letters, can be taken by dealers in general as an indication of results to be obtained by keeping in close touch with the prospective customer and letting him know there is an element of mutual interest lying somewhere between the two planes on which the respective parties carry on their daily toil.

Considering the matter from various angles, as to the results obtainable from folders sent out monthly by Story & Story, and also as to the method followed in forming efficient mailing lists, Mr. W. Morley Story emphasizes the importance of the direct appeal in the form of personal letters, etc.

Persistency is Big Factor

"We have always found the direct appeal has brought good results," said Mr. Story to a representative of MEN'S WEAR REVIEW.

"But one must keep at it. Merely writing one letter and then dropping out of the practice does not get results, it is the constant keeping in touch with the prospect that will finally excite his interest enough to have him call and at least see who you are."

"We have written men for two years before getting any response, and then have them walk in and say 'Well I am going to give you a chance to get back some of the postage you have spent on me during the past two years' or 'You write pretty good letters, Story, so I am going to give you a chance to prove that your goods are as good as you say.' I have often overheard a woman at the door say 'Oh, Jack this is Story & Story, who write you those letters all the time, let us see what they have.'

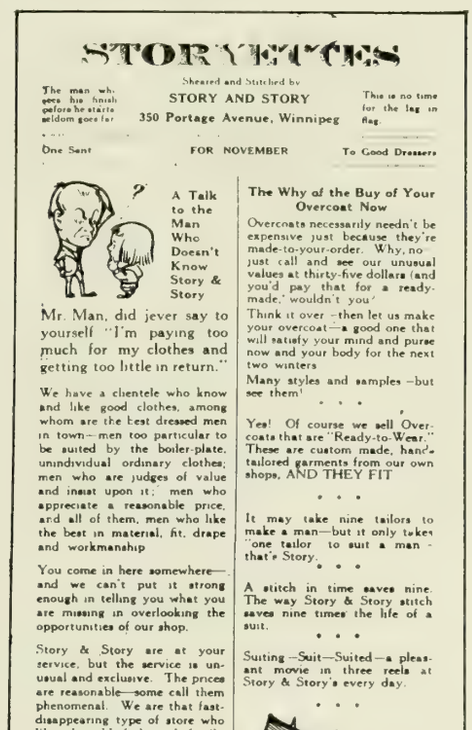
"I could give many other instances of the way we have traced results to our letters," said Mr. Story.

Manager's Office Near the Front Door

"This mention of overhearing the woman at the door leads me to say that the finest location for the office of the manager of a men's wear store is near the door. He can see what comes in and what goes out, and can often hear what neither comes in nor goes out, and hearing these outside comments he finds many reasons why the speakers don't come in and go out."

In regard to the matter of compiling mailing lists Mr. Story emphasizes the necessity of keeping the lists up-to-date and free from dead wood.

"We keep all the names and addresses of purchasers, which includes separately a list under the heading of transients. We not only keep the name and home address, but where possible we add



STORYETTES

Sheared and Stitched by
STORY AND STORY
350 Portage Avenue, Winnipeg

The man who sees his finish before he starts seldom goes far.

This is no time for the lag in flag.

One Sent — FOR NOVEMBER — To Good Dressers

A Talk to the Man Who Doesn't Know Story & Story

Mr. Man, did jever say to yourself "I'm paying too much for my clothes and getting too little in return."

We have a clientele who know and like good clothes, among whom are the best dressed men in town—men too particular to be suited by the boiler-plate, unindividual ordinary clothes; men who are judges of value and insist upon it; men who appreciate a reasonable price, and all of them, men who like the best in material, fit, drape and workmanship

You come in here somewhere—and we can't put it strong enough in telling you what you are missing in overlooking the opportunities of our shop.

Story & Story are at your service, but the service is unusual and exclusive. The prices are reasonable—some call them phenomenal. We are that fast-disappearing type of store who like the old fashioned family doctor gives a real personal attention to your individual case, and who does not charge a "specialist's" fee

Drop in. Let us demonstrate to you that we make the kind of clothes you have been searching for

Story & Story, the shop which makes the long green longer.

The Why of the Buy of Your Overcoat Now

Overcoats necessarily needn't be expensive just because they're made-to-your-order. Why, no just call and see our unusual values at thirty-five dollars (and you'd pay that for a ready-made, wouldn't you?

Think it over—then let us make your overcoat—a good one that will satisfy your mind and purse now and your body for the next two winters

Many styles and samples—but see them!

Yes! Of course we sell Overcoats that are "Ready-to-Wear." These are custom made, hand-tailored garments from our own shops, AND THEY FIT

It may take nine tailors to make a man—but it only takes one tailor to suit a man—that's Story.

A stitch in time saves nine. The way Story & Story stitch saves nine times the life of a suit.

Suiting—Suit—Suited—a pleasant movie in three reels at Story & Story's every day.

How's this for $35?

It's just a tiny sample,
But all wool through and through.
And Story will gladly cut the rest
And make a suit for you.

The good deeds of many a man would fit the tombstone of a canary bird

The key hole in Fortune's door is used by the wise, and looked through by the simple

The front page of the four-page folder mailed out monthly.

their business address. We keep a separate card for each purchaser, which besides showing the name and address, shows when the purchase was made and what it was, the age of the customer, the line of business he is in. The latter often gives us an idea as to the salary he makes which is also jotted down. We then place his division on a card."

Divisions of Customers

Questioned as to the method employed in arriving at a decision as regards the division a man is placed in, Mr. Story stated that this conclusion was arrived at from a survey of the foregoing information.

"The man who always buys the best and likes classy clothes we rate as No. 1," said Mr. Story. "The big majority go as No. 2 and the fellows who look for sale stuff and are brought in by special low prices go down as No. 3. We also record whether single or married."

It is evident that the securing of this information requires considerable tact and cannot in most cases be procured by direct questioning.

"No salesman would think of asking a man outright what salary he was making, but often by finding out the position he held, whether he is married or single and the location he lives in, coupled with the price he paid for his clothes, we can arrive very closely to the money he makes or at least near enough to be able to class him correctly," says Mr. Story "and the information is used and his class determined so that money will not be wasted in sending letters to him that will not interest him in the line we are pushing."

Compiling the List of Prospects

This store has a prospective list including about 6,000 names which are gathered from various sources. One way to secure names is to watch the daily newspapers and jot down names of men arriving in town to take up new positions. Story & Story have found this plan to work out very successfully in many cases and have regularly employed a letter along the line of the following:—

"Dear Mr. ———,

We take this opportunity to welcome you to our fair city of the West and are glad that you have chosen it instead of some other as your future home. We Winnipeggers feel there is a great future ahead of our city.

"You possibly will not at first find our atmosphere such a mild and cultured one as you have been accustomed to in ———, but we hope what we lack in culture we can make up in warmth of friendship as we go along, and we extend to you our best wishes for your success.

"Incidentally (and most of us have an axe to grind) we would like to see you wearing ——— clothes and enclose a booklet of our new Spring styles which we make-to-measure or sell ready-for-service.

"Will you look in on us some day and make our acquaintance as we are just three doors west of your store.

"Sincerely."

"All are agreed that the letter is a masterpiece in construction and its ability to bring results is indicated by the reply which it brought in this case, as follows:

"Gentlemen,—I just want to acknowledge yours of the —inst. as being appreciated and a very clever solicitation for business of new comers in your midst, and it will be my pleasure the first time I am in need of merchandise in your line to at least call and look you over.

"This is to my mind very valuable advertising for you and gives me an idea which we are always looking for. I will look forward to the pleasure of meeting the man personally who is the author of this letter.

"With kind regards,

"Yours very truly."

Unlimited Means of Appealing To Customer

There are numerous effective ways of appealing to the minds of various types of customers and these naturally suggest themselves to the mind of the dealer who is constantly working along such lines.

Professional men classed as physisians, lawyers, etc., are followed up by the Story & Story firm, who report that good returns have been secured by them and many permanent customers established by this practice. The folders sent out to these distinct classes of professional men embrace some mention of the connection between their special practice and the clothes they wear. Such a connection arouses their interest and the result is good advertising for the store. The get-up of these folders is particularly effective, the appeal consisting of well chosen words and phrases which penetrate to the interest of the prospective customer. Finished in good style in folder form they always gain entrance and command attention.

Monthly Folder With Interesting Storyettes

Another interesting and unusual form of publicity work done by Story & Story through the mails takes the shape of a four page folder which has one side for addresses and when folded up is about the same size as an ordinary large envelope. One of these is prepared for each month of the year and in addition to giving latest details and illustrations of suits and overcoats they contain one page of interesting "Storyettes" taking the form of a page from a daily newspaper "sheared and stitched by Story & Story."

The September Folder

The folder for September deals with Fall suits and contains an interior view of the store as well as an illustration of a special Fall suit. In the Storyettes section are a number of bright, brief and catchy stories along the line of the following:

"Always remember that the success of good clothes lies in the making. Paderewski and John the piano tuner both work on the same instrument but there's a world of difference in the result. That's the way it is in clothes making. We put as much "gray matter" into the making of your clothes as the watch maker into his finest watches—the star lawyer into his pleas."

It is direct statements couched in such indirect paragraphs such as the foregoing that penetrate and have the desired effect without bringing in the possibility of offense.

Another catchy statement in the same folder reads as follows: "We regard ——— tailored clothes as the finest for the money, not because it is politic to claim everything in sight but because we give to each garment that individual thought and care and skill which is the only thing in this world that can give style distinction and fit to a suit of clothes."

The October Folder

The October folder contains a picture of the Story & Story store which claims to be "the only exclusive men's clothes shop in the West."

"Look around," says the folder "observe the clothes other men wear. By contrast see ——— tailoring. The style is permanent; it is part of every garment and does not lose its appearance at any time."

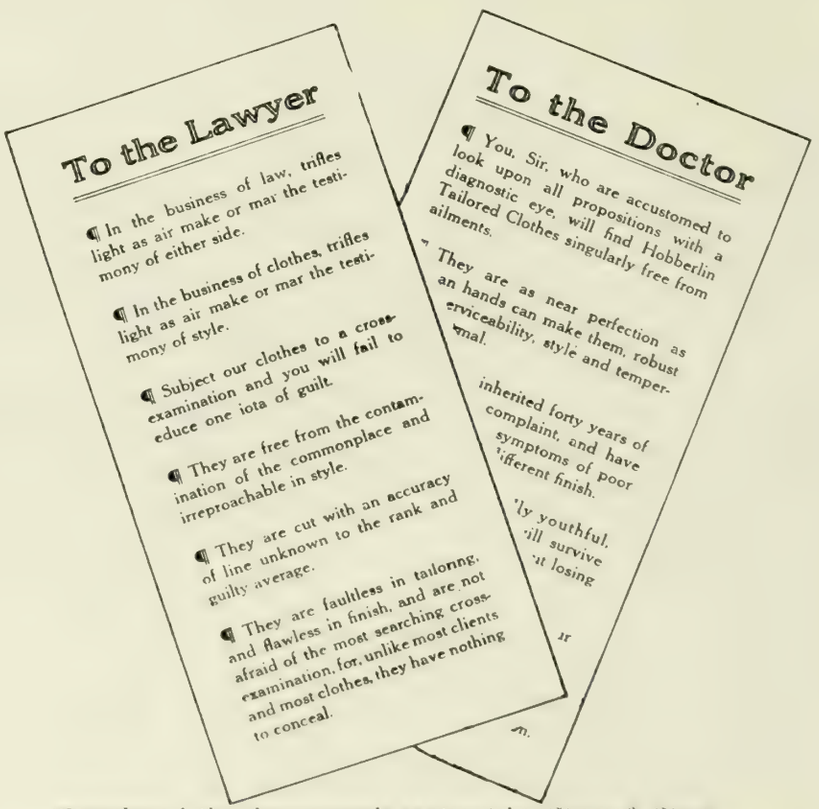
In the Storyettes section announcement is made of new Fall styles and contains an invitation to come to the store to choose from the fabrics which are "the choicest productions of the world's greatest mills."

"No two men are alike. You have individual requirements in dress. You want clothes that will add to your appearance, not detract from it. Here is where tailoring skill comes in. The designing of ——— clothes is under personal direction. We devote all our time and energy to this work. Folks tell us we have a knack of producing clothes of rare distinction. Making—not selling—clothing is our business. If a garment is made right it sells itself. Those that we make one suit for are pretty sure to come again when they want another," says the October issue.

The folder is brightened up with catchy illustrations in colors. These illustrations sometimes take the form of comic cuts such as a picture of a fire wagon galloping down the street over the words "fire ahead with your order—we're ready."

The November Folder

The November folder illustrated herewith contains a plan of the main street and surrounding district of Winnipeg showing the exact location of the Story & Story store. Overcoats are the feature of the folder which contains a clean cut illustration of a light overcoat. Under the heading "A talk to the man who doesn't know Story & Story," an item on the Storyettes page says "Mr. Man did jever say to yourself 'I'm paying too much for my clothes and getting too little in return'? Story & Story are at your service, but the service is unusual and exclusive. The prices are reasonable—some call them phenomenal. We are that fast-disappearing type of store which, like old fashioned family doctor, gives a real personal attention to your individual case and who does not charge a 'specialist's' fee. Story & Story is the shop which makes the long green longer."


To the Lawyer
¶ In the business of law, trifles light as air make or mar the testimony of either side.
¶ In the business of clothes, trifles light as air make or mar the testimony of style.
¶ Subject our clothes to a cross-examination and you will fail to educe one iota of guilt.
¶ They are free from the contamination of the commonplace and irreproachable in style.
¶ They are cut with an accuracy of line unknown to the rank and guilty average.
¶ They are faultless in tailonng, and flawless in finish, and are not afraid of the most searching cross-examination, for, unlike most clients and most clothes, they have nothing to conceal.
To the Doctor
¶ You, Sir, who are accustomed to look upon all propositions with a diagnostic eye, will find Hobberlin Tailored Clothes singularly free from ailments.
They are as near perfection as an hands can make them, robust erviceability, style and temperinal.
inherited forty years of complaint, and have symptoms of poor ifferent finish.
'ly youthful, 'ill survive 'it losing
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n.

Samples of the class appeals sent out by Story & Story.

Some good maxims are mixed in with the Storyettes and not only serve to brighten up the section but give actual good advice which can be used by the modern retail merchant to good advantage. Some of these are worth reproducing herewith as follows:

"The good deeds of many a man would fit the tombstone of a canary bird." "The key hole in Fortune's door is used by

(Continued on page 52)

KNITTED GOODS

MANY UNDERWEAR MILLS SOLD OUT

Adopting Conservative Attitude and Not Obligating Themselves Too Far Into Future —United States Restrictions on Wool Products Not of Vital Importance to Underwear Trade

AS announced in last month's issue of MEN'S WEAR REVIEW, jobbers have been well covered by the underwear milling representatives soliciting business for Fall, 1918. It has developed that all mills are only allotting a proportion of orders to each customer and it is believed that in nearly every instance mills are already booked up to the extent to which they desire to accept business.

A MEN'S WEAR REVIEW representative was permitted to see the order book of a manufacturers' agent who controls the output of a number of mills for Ontario. In every instance so many thousand dozen of each line was given to him as his limit and in nearly every case he had already sold up the entire amount. This man had arranged a chart for each line and apportioned orders to each customer according to last year's buying, etc.

Still Higher Prices to Come

This does not necessarily mean that there will not be further business accepted by these same mills at a later date but it does mean that they are playing safe and will only sell up to the extent of yarns contracted for and prefer, owing to labor and other manufacturing conditions, to only obligate themselves for a few months ahead. It is however taken for granted that in every instance when these mills are ready to accept further business that prices will once again be sharply advanced.

Procure Fall Requirements Now

In fact the most cautious buyer after looking into the situation is reaching out now for his Fall requirements. One large Montreal buyer, recently said that "Any fool could run a knit goods department at the present time, the only thing to do was to buy everything you could get."

Fuel and Transportation Problems

Other matters have arisen during the month that have still further complicated the whole situation and the leading ones of these are the fuel situation and the transportation difficulties. It appears at the present time as though all United States industries will be shut down periodically and it is in the air that similar drastic action will shortly become necessary in Canada. Many people do not stop to think how extremely fortunate Ontario has been in being harnessed up to Niagara Falls. Save for the immense amount of power generated from this "white coal" few indeed of Ontario industries would be running today.

Complicated with this matter and largely responsible for it is the transportation situation. The heavy storm of January 12 and 13 covering the entire North American continent paralyzed the already overwrought railroads and up to the time of going to press practically the only freight being handled is coal and perishables. This is only mentioned here as one of the difficulties that knitting mills have to contend with and explains their reluctance to obligate themselves too far into the future.

Shortage of Needles

Another matter is the shortage of needles. Every effort is being made to overcome this but the shortage is still acute and does its part in preventing production from being speeded up.

U.S. Embargo on Woolens

The United States Government caused great consternation during the latter months of the year by placing an embargo on all wool and wool products. At the time it was thought that this would be absolute but on December 15 further regulations were issued. These stipulate: (1) That no commodities containing wool shall be exported if same are found to be needed for either naval or military forces of the United States; (2) Persons desiring to export wool products must obtain a licence from the War Trade Board, Bureau of Exports, specifying in detail the goods for which licenses are required and also giving a statement from the manufacturer of cloth or yarn of the number of pounds of scoured wool contained therein. (3) The applicant must state whether the goods are manufactured or about to be manufactured.

How It Affects Canada

In so far as wool underwear is concerned this does not affect Canadian trade to a very great extent as prices are out of the question on most United States lines when the duty is taken into consideration, but a certain amount of yarn has been brought across the line and it is feared that this will be shut off entirely. While manufactured articles are being allowed through under license, MEN'S WEAR REVIEW has been unable to get trace of any shipment of yarns that had come across since the embargo was imposed and the general feeling exists that these will not be permitted.

While all admit the desirability of keeping track of the wool supply and by doing so the Washington Government has followed the precedent of Great Britain, nevertheless MEN'S WEAR REVIEW finds considerable feeling abroad that our own government was considerably lax to allow United States buyers to practically grab all Canadian wool when same was offered in the fall of the year.

Auction sales were recently held at Boston of the first lot of Australian wool released by the British Government for civilian use in the United States. The prices realized averaged figures that will equal $2 per lb. for the scoured product. All offerings were eagerly taken up.

Good English Underwear Procurable

British underwear is continuing to come forward fairly well in the finer grades. Talking to a representative of one of the best known British mills, a MEN'S WEAR REVIEW representative was told that they had delivered their orders this season to the last twelfth of a dozen. This was a line made from fine cashmere yarns and while prices have doubled they are able to fill orders. Cheaper grades made from coarser heavier yarns are however practically off the market. The reason for this is not hard to find. The finer yarns are almost useless for military purposes and in consequence are released while the coaser yarns are retained for Government requirements.

No Certain Price Basis

As stated in January issue it is very hard to set a basis of price increase that the retailer will have to pay for his Fall underwear. One large mill was showing lines that only showed about 15 per cent. advance on a year ago. Others run from 35 per cent to 65 per cent. Supplies of yarn on hand, supplies of made up stock on hand, and whether the firm in question has been gradually advancing prices or holding down until forced to make a big jump, are all factors that enter into the situation.

Serious Shortage in U.S.A.

In the United States the situation appears much worse in so far as knit goods are concerned than that which exists in our own country. Buyers are tumbling over themselves for supplies and the mills loaded up with government business are showing a marked indifference to orders. It is estimated that war office demands have consumed 70 per cent of the normal production of the country. To sum up, the knit goods situation is undoubtedly serious, shortage in many lines is expected to develop during the coming year; prices undoubtedly will be higher, considerably higher in some instances. The wise buyer will get busy as soon as the travellers call upon him and place his season's requirements, as otherwise he may find himself short of needed goods when the chilly breezes begin to blow.

CASHMERE HOSIERY UP 100 %

Mills Only Taking Orders For Small Quantities—Heavy Socks Still in Scant Supply

FURTHER study of the hosiery situation emphasizes the shortage of lines of cashmere obtainable. Prices that are being asked by the mills are so far above last year that in some instances the increase equals 100 per cent. Every authority interviewed anticipates a shortage of this line of wearing apparel.

Fine lines of English hose are still procurable if the dealer is willing to pay the price, but any reasonably priced goods have to be secured from Canadian mills.

These again are up against the yarn situation. Some of this has been brought during recent months from the United States, but this supply is apparently shut off, as it seems very hard to get licenses under the new regulations for unmanufactured goods.

Are Retailers Well Stocked?

The uncertainty of the situation lies in the amount of stock that retailers have on their shelves. Many of them are undoubtedly heavily stocked in hosiery, more so than in underwear, and this fact may help to keep the shortage from becoming too acute.

Heavy Socks in Demand

Heavy bundle socks are still in big demand, and are almost off the market. It is doubtful if production will catch up to the demand this year, the machine making them is the class of machine that is working on military orders, both Canadian and United States.

Mills Allotting Purchases

In hosiery, as in underwear, mills will only sell to about 50 per cent. of their expected production. They are all "playing safe" and refuse to tie themselves up too far into the future with all the uncertainties that exist in yarn supply, shortage of help, shortage of needles, and difficulties of transportation.

As in underwear jobbers who have stocks on hand show a disposition to average prices and soften the advance to the retailer as much as possible. This, of course, can only last till initial stocks have been sold, when the full force of the advance will be felt.

Order Fall Requirements

While continuing to adopt the attitude that speculation time is over in so far as merchandise is concerned, MEN'S WEAR REVIEW feels certain that exception should be made to the extent of a merchant well covering himself in so far as his hosiery needs are concerned.

Everything tends to indicate serious shortage in hosiery for the coming year. United States manufacturers apparently remain indifferent to civilian business in a great many cases, and it is understood that further military business is to be placed as soon as the mills are in a position to accept the business.

The Canadian Government is also believed to be about to ask for tenders on 50,000 pairs of wool socks, and it is expected that further calls from the French Government, through their Canadian agents, the Hudson's Bay Co., are not improbable.

To repeat, the hosiery situation is such as to make it almost advisable to stretch the buying latitude a little, as there is a possibility that orders may be cut down.

EXPECT SHORTAGE IN WOOLLEN GLOVES

WHILE talking to a prominent men's wear retailer the other day a MEN'S WEAR REVIEW representative was told that the shortage of woollen gloves was probably the most noticeable feature in the knit goods range. As is well known up till the break of war these goods were nearly all Scotch and English make.

The last two or three years Canadian mills have taken up the line, and in a couple of instances mills have been opened to run on this one line alone. Even at this the supply is proving insufficient, and this difficulty is increasing as nearly all these mills are loaded with Canadian and United States Government business.

The finer grades of British gloves are still procurable, as the fine count yarn used is not suitable for military requirements, but the prices are beyond the reach of the ordinary consumer.

SHAWL COLLAR STILL LEADS

AS THE sweater season gets into its swing and mills commence showing their complete lines to the retailers it is noticed that taking all things into consideration a very fine range of samples can be seen from which to make the choice for the coming season.

While quieter colors, such as greys and brown shades, undoubtedly lead, there is a good sprinkling of brighter patterns, check effects and fancy trimmings.

The shawl collar retains its popularity and is indeed particularly suitable for a sweater, even though overcoat designers are frowning upon this style feature Pull-overs will sell to a limited degree, but the sweater on which the average retailer will count upon doing the volume of his business will be the heavy rope stitch sweater coat with shawl collar, staple plain colors and in a good quality of wool yarn, regardless of the high price.

As announced in last month's issue, prices will show advances of 25 per cent. to 33 1/3 per cent., and sweater mills seem to be sufficiently well supplied with yarns to warrant them accepting a good volume of business at these prices.

INTERESTING PROSPECTS BY MAIL

(Continued from page 50.)

the wise and looked through by the simple." "It may take nine tailors to make a man—but it only takes 'one tailor' to suit a man—that's Story." "Suiting—Suit—Suited—a pleasant movie in three reels at Story & Story's every day."

The price of the monthly folder is "One sent—to good dressers."

The foregoing outline of the well planned scheme of publicity through the medium of the folder sent through the mails to prospective customers, indicates a high standard in this form of advertising. With well kept mailing lists and direct points established through the folders under the guise of off-hand remarks and interesting stories, the Story & Story store have a system which in point of effectiveness leaves little to be desired. This form of publicity is particularly appealing to men's wear trade customers and might well be enlarged in scope to the advantage of the trade in general.

Clothing to the Fore

PERHAPS *a feature of the trim reproduced above—from a designer's standpoint—is the use made of the show cards. Regarding these, W. Hallgarth, the decorator of G. E. Macdonald & Bros.' store in Guelph, in which this clothing display was arranged, has this to say:*

"Show cards of the high-class variety are of great assistance in making attractive window trims. We always try to co-operate with firms who are liberal with their advertising matter."

The use of attractive display cards certainly does its part towards drawing attention to the window trims. Moreover, it gives the impression of how the purchaser will look in one of the suits displayed. It is very wise, however, to show clearly, as has been done in this case, the suits and overcoats themselves, and to indicate the price at which these may be procured.

The men's wear department of the T. Critelli store, Thorold, that shows many of the improvements of the most modern city store.

MAKING EQUIPMENT DO THE WORK OF MEN

How a Saving in Store Help May be Achieved by the Substitution of Mechanical Devices—How a General Store in a Small Centre May be Put on a City Basis of Service—The Many Activities of the T. Critelli Store at Thorold, Ontario

ONE of the greatest problems that is facing all businesses at the present time is the question of adequate help. It has already become a question of a good deal of moment and is becoming increasingly so with every passing day. It is probable, too, with the taking of so many young men from civilian life that the problem will become so much the more complicated. This fact is one that is causing a good deal of difficulty, and some solution must be found for it.

The T. Critelli Company, of Thorold Ont., have solved the problem to their own satisfaction. In place of adding men this store has added equipment. Everything to expedite the handling and care of goods has been thought of, sanitary display cases that keep the goods constantly under display and constantly at hand mechanical devices for the better weighing and cutting and handling of goods each in their own way help to make the work of the store easier, and aid in its rapid accomplishment. In this way the store, according to Mr. Critelli, is amply manned with only half of the staff that would be required under any other method.

The store is a handsome two storey structure with large grocery, meat, men's wear and furniture departments, each equipped in a way to make the work of the different departments as easy and at the same time as effective as possible.

The front of the store has two fine display windows with ample depth to provide the most effective display.

Situated, as the store is, in the town of Thorold, a town particularly favored for a place of its size in large manufacturing concerns, there is a fine scope for business. The store reaches out over a wide stretch of country for its trade and has built up a fine business on a basis of good service. At the opening of the war the work on the new Welland canal that runs only a block or so from the site of the store was brought to a sudden termination. As there were some fifteen hundred men engaged in this work within a reasonable distance of Thorold it will be readily seen that the cessation of this activity meant quite a blow to merchants of the town. The Critelli Company were, of course, among the sufferers but they figured that there was enough business in the vicinity to provide a very satisfactory trade, and they went after it with a will, so that at the present time the store has picked up a good deal of the trade that was lost through this unforeseen cessation of work. This business, too, is on a surer foundation because it is being done among the stable population of the town and its vicinity.

For one thing the people of the vicinity take a pride in the store that would do credit to many a larger place, and the very character of the establishment has been one of the most forcible arguments in drawing trade. People like to deal at an attractively arranged store. That is a proposition that has been proved over and over agin.

The Men's Wear Department

On the opposite side from the grocer department is the men's wear section. In this department, too, equipment has done its share, not only to make the surroundings attractive but to care for the goods and provide for their display. Backing against the casing of the grocery department is a long glass-faced display case for the ready-to-wear suits, opposite this again are the cases for neckwear, collars and similar lines.

How the Two Departments Aid One Another

The conjunction of a grocery depart-

(Continued on page 56)

SYSTEM, CIRCULARS, AND A FARMING CENTRE

Secrets of the Business Success of MacLeod Bros., Lethbridge — The Story of Their Business Building—Knowing Where to Locate—Something Neat in Sales-Slips—A Perpetual Inventory—Loyal Help Helps.

STRENGTH in the men's wear business attained through the use of circulars backed up by business methods and other forms of advertising as well is the story of MacLeod Bros., Lethbridge, Alberta, told in a nutshell. But the alert reader of MEN'S WEAR REVIEW will want to know rather more about those circulars, and other forms of advertising, and also a little more about the business methods of MacLeod Bros. The story is not a long one, like many of the briefest business stories it is much to the point in the men's wear business.

Two Cities and Thirteen Years

Lethbridge was little, and Calgary not so very much bigger thirteen years ago, but both were good thriving, striving Western Canadian cities then as now, and to begin with Calgary was the choice of the MacLeod Bros. in making their business start.

In 1904 the firm first "hung out their shingle" as the Westerners put it, and the cool morning breezes of Calgary refreshingly blew over it. Those breezes and the business instincts of the members of the firm brought success. The name of "MacLeod Bros., The Great Clothiers of the Great West," became well known, and deservedly well reputed. Calgary was growing, and the district around Calgary was growing. Throngs of people who had come West for freedom and fortune were on the way to wealth. MacLeod Bros. began to discover one of the secrets of their business success lay in catering for the people from the city's surrounding districts not just the city people alone.

Branched Out Into Lethbridge

It was in 1909-1910, as many will remember, that the big boom of immigration to Canada was in fullest swing. In fact 1910 saw it at its height. Lethbridge at that time was attracting population very fast, and MacLeod Bros. decided to open a branch there. They realized the value of the land surrounding Lethbridge and knew what was in store for that great farming country. The step to Lethbridge was a wise one and well taken. The firm to-day is doing five times as much business as was done in the first year of their establishment there. Two hundred suits a month on an average all the year round represents about the business done, on a conservative estimate, and about the same volume in furnishings and shoes as well.

Farmers Take Two-thirds of Turnover

There was a time when the farmer was dubbed "the horny handed son of toil"; when no men's wear dealer ever dreamt of bringing out his high class lines to show to the man from off the farm; when people imagined the farmer a perpetually straw-chewing "Uncle Hayseed" without one atom of taste except for the selling points of hogs, and wits only for the ways of the wheat-crop in blade or ear. Well, that sort of thinking may have suited some people, but it was not the sort of thinking indulged in by the builders of the firm of MacLeod Bros., Lethbridge. They had a pretty high opinion of the farming community. They knew what to show the farmer and the farmer's sons. And what they showed the farmer and his sons were not red handkerchiefs, and fearfully spotted waistcoats, and tropically exotic flowered ties, but the most distinctive lines of high class goods at prices in keeping with their worth and style. To-day from the farmers alone who are resident in the vicinity of Lethbridge, MacLeod Bros. draw two-thirds of their business.

"In this particular section of Alberta we are fortunate in having good prosperous farmers on account of the splendid yearly crops, and we do not find any difficulty in selling high priced merchandise. We have quite an extensive town trade, but fully two-thirds of our volume is done with the farmers."

That the farmers referred to by Mr. G. H. MacLeod are interested in the circulars sent them is certain. One of the circulars used by MacLeod Bros. is here reproduced. The reader will note that there is about it a very breezy, friendly style, an approach which goes well with the Western farmer (as indeed it does with many other classes). The circular speaks sincerity, gives a little word of good advice about "coming early to avoid the crush" as it were, and is a veritable masterpiece in its reference to the fact that the firm enjoy showing their goods to all interested. The brevity of the circular is worth noting,—it consists of just four paragraphs of only three lines each,—even less, for the last line of the first paragraph is only half a line, and in the other three paragraphs only a few words in each case. Such to the point brevity brings business.

P O BOX 684 G H MACLEOD PHONE 1444

MacLEOD BROS.

:: *The Great Clothiers of the Great West* ::

LETHBRIDGE, ALBERTA

GENTLEMEN,

Just a few lines, hurriedly written, to tell you wer're ready to show Fall Clothes just as soon as you care to drop in and look at them.

And to assure you that you'll like the way they're styled, the way they're tailored, and like their patterns and fabrics.

Don't wait until a sharp frost sends a lot of men hurrying in to buy them, many of the finer effects will be gone by then.

Drop in at your very earliest convenience - you'll enjoy seeing the Clothes and we'll enjoy showing them to you.

Yours very truly,

MacLEOD BROS.

The Great Clothiers of the Great West

One of the effective advertisements used by MacLeod Brothers of Lethbridge. These ads bring results.

Circulars That Get the Business

That is perhaps one reason why the firm finds circulars such a success. Speaking of the development of the firm's business Mr. George H. MacLeod said to MEN'S WEAR REVIEW:—

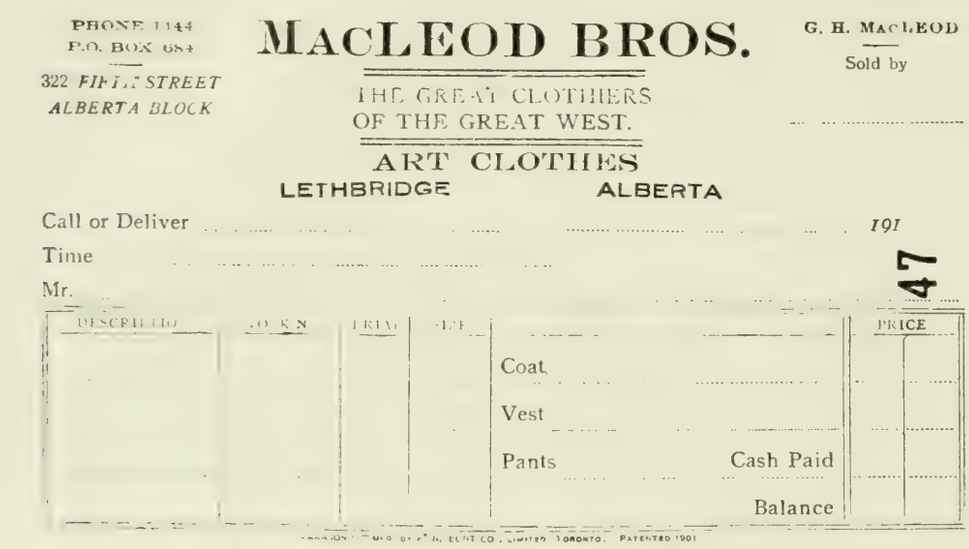
"We are, of course, firm believers in good advertising, and advocate very strongly circular advertising as our best medium. We have, of course, many other ways of bringing results but the circular is, we believe, the best.

Sales Slip System a Perpetual Inventory

That there is systematic business management at the back of the success of the MacLeod Bros. concern is evident to every experienced men's wear dealer who reads this account of their achieve-

ments. Incidentally it may be mentioned that a year after establishing in Lethbridge Mr. G. H. MacLeod assumed sole charge though the name MacLeod Bros. was continued after the partnership had been dissolved. One of the ingenious methods made use of by Mr. MacLeod in the management of the business is the sales slip for clothing sales.

"This has been a wonderful help to us," he says. "As each maker's clothing comes in, we give each line a serial number with sizes for that particular line. Each day's sales slips are checked off our stock book the day following,


PHONE 1144
P.O. BOX 684
322 FIRST STREET
ALBERTA BLOCK

MacLEOD BROS.

THE GREAT CLOTHIERS
OF THE GREAT WEST.

ART CLOTHES

LETHBRIDGE ALBERTA

G. H. MacLEOD
Sold by

Call or Deliver 191
Time .....
Mr. .....

47

DESCRIPTION | NO. | MEAS. | ETC. | PRICE

Coat
Vest
Pants
Cash Paid
Balance

which gives us a perpetual inventory. With this system we are supplied also with a good mailing list."

To that list, of course, the success-bringing circulars referred to previously are sent.

An Efficient Staff Helps

In one little sentence of Mr. MacLeod's there is hinted a secret of success in the men's wear and clothing business which has a great share in business building everywhere. This is the sentence:—

"We have a very efficient staff of salespeople, which to a great extent is responsible for our success."

It is evident from this kindly reference to his staff that Mr. MacLeod in managing his business has a care for those who help him care for his concerns. The sales people to whose efficiency Mr. MacLeod is ready to credit a big share of his success in business are on their part ready to attribute as big a share and bigger perhaps to their chief. Upon mutual interest in the aim in view, prosperous businesses are built.

Just as a concluding word, the premises of MacLeod Bros., Lethbridge, are 25 ft. x 85 ft. with a basement of the same size for reserve stock. Besides the main lines of men's wear, furnishings, trunks, bags, etc., are stocked, and MacLeod Bros. specialize in many of the well known and well advertised lines of high class clothing which have been found favorites with their customers in city and on farm.

MAKING EQUIPMENT DO THE WORK

(Continued from page 54.)

ment would not seem at first glance to be a happy one, but the experience of the firm has proved that it is. As an illustration of this fact it might be stated that one of the chief features of this men's wear end is the business done in boys' suits. Women coming to do their shopping in the grocery department naturally drop into the other department to purchase clothes for the boys of the family, the mere fact that they could do this has been an incentive to the trade. But this is not the only feature of this business. The store carries a large stock of men's suits, and in addition to this does a thriving business in special order suits. This is by no means a small element of business. There are, of course, a large number of workmen engaged in the different manufacturing concerns that are represented in Thorold, and all these men are making good wages, and are ready buyers. As an instance of this the head of the department spoke of selling to one foreigner at one time an order totalling over fifty dollars. This is by no means an uncommon sale.

Appealing to the Men's Trade

This department, too, is a very effective force for drawing business to the store. It is an appeal to the men's trade, and an effective appeal, for the department is quite on a par with the majority of city men's wear stores. The man who purchases his goods here is naturally favorably disposed toward the store and his influence, conscious or unconscious, has been a great element in drawing trade to the store.

The Furniture Department

The second floor is given over entirely to a well stocked furniture department. An electric goods elevator opening at a side door just back of the meat department makes the storing and handling of these goods an easy matter. This elevator also serves for taking goods to the cellar and greatly facilitates the handling of all the goods in the store. It is but another of the devices that have served to conserve the energies of the store and has made possible increased activity with a comparatively limited staff. The newest addition to the store is a large delivery truck that is used especially in connection with the furniture department. Mr. Critelli believes that, in this department especially, one of the greatest drawing cards is the assurance of a prompt delivery. When people buy some new piece of furniture there is just child enough about them to want to see that bit of furniture in the home. Therefore, this new equipment has been added and it has proved that the idea was a good one. This truck is not used in the general delivery of the store but in connection with this department of the store it has proved itself an invaluable adjunct. There are times, too, when special deliveries are required and the distances are too great for the regular delivery rigs. In such cases this new equipment has proved of great value.

Keeping Separate Records for Each Department

Though all under one roof and one management, each department is kept separate from the other. Against each is charged a portion of the overhead expenses. The stock is, of course, credited to the department to which it belongs. All sales are similarly credited to the department concerned. In this way a record of each department is always available and it is possible at any time to see whether a department is pulling fair with the rest of the store. In this way if any department is seen to be lagging it is possible to get behind it and speed it up. In other words there is all the advantage of the individual store together with the co-operation that is possible with the enlarged activities of the general store.

The fact that would naturally strike any person visiting the store is the way an establishment of this size could be run, and run effectively, with a comparatively limited staff. The solution of this apparently surprising state of affairs is, of course, to be found in the policy of the store to substitute the mechanical element for the human element wherever possible. This may entail a comparatively heavy first cost but the cost ends there and the service continues. This is a fact worth remembering in these times when the shortage of all kinds of human assistance is so very acute.

NOTES

Wm. Shaffer, men's furnishings, Pt. Arthur, Ont., has discontinued business.

Western King Mfg. Co., overalls, tents, etc., Winnipeg, Man., have applied to increase capital stock from $50,000 to $200,000.

M. H. Solstad & Co., Moose Jaw, Sask., have sold out their groceries and gent.'s furnishings to a new firm, Musik & Solstad. The members of the firm are well known in Moose Jaw, J. Musik having been in the employ of the Prudential Exchange Co. Ted. Solstad, the other member, has been in the employ of M. H. Solstad & Co. for some time.

MARKET REPORTS

THE MARKETS AT A GLANCE

THE men's wear trade has been busy stock taking during the month of January, after a splendid holiday trade. Neckwear is reported to have held a primary position in most departments, and a particularly splendid business has been done in this branch of the trade.

Underwear and hosiery mills that go direct to the jobbers report that they are already pretty well sold to their desired limit. Those mills which sell direct to the trade have not yet completed their trips, but all expect to have to apportion orders as retailers seem anxious to buy. Shortage is still noticeable in heavy wool socks and the situation in so far as cashmere hosiery is concerned would indicate a very strong market, with higher prices and a definite shortage in sight.

English mills producing the finest grades of cashmere underwear have made good deliveries during the past season, and expect to be able to keep this up. Heavier coarser grades are, however unprocurable, and Canadian mills will have to be depended upon to fill all requirements.

A shortage of woolen gloves is reported and there is little doubt that this will be most noticeable by next Fall. Government business is given as the principal reason for this.

The cloth situation shows no signs of improvement. Many clothing manufacturers are relying almost entirely on stocks on hand and refuse to show samples of undelivered stock, as they are never certain when they will receive this. United States cloth will be increasingly difficult to procure owing to recent licensing restrictions which involve so much "red-tape" that the New England manufacturer is not inclined to welcome Canadian business.

Overalls are expected to be raised on or about the first of February, and a still further advance is expected on March 1. All reports from United States centres show shortage of denims.

Neckwear houses report splendid business with retailers anxious to book ahead. A little stuff can still be procured to retail at 50c, but the quantity is limited. Most houses are practically starting their range at a 75c line.

It is in the air that an advance in collars will be announced very shortly. A collar manufacturer called our attention to the fact that the increase on this line had been remarkably small compared to those prevailing in nearly every other branch of the men's wear business.

Raw cotton while having the usual market fluctuations, has during the month established new high records, and at one time sold over 33c. Since then a slight weakness has developed, but no one looks for any considerable drop in price.

Wool sales held in Boston brought forth a large number of buyers and high prices were paid for the Australian wool offered. The most of this when scoured will have cost the purchasers about $2 the pound. A partial restriction has been placed on wool trading by the Washington Government, with the idea of stabilizing prices.

OVERALLS UP FEB. 1

Manufacturers Will Advance Prices Feb. 1—Another Advance Predicted March 1st

OVERALLS.—At the time of going to press overalls remain steady at last month's prices of $23 for standard lines. It is announced, though, that an advance of 50c per dozen will become effective on February 1st. Another advance on the 1st of March will bring the wholesale price to $2 per garment, or $24 per dozen.

Manufacturers making lines along smaller patterns have also advanced prices until the cheapest line obtainable runs about $20 per dozen.

All manufacturers are emphatic in stating that $26 or $27 overalls are almost certain by the end of the Summer.

COLLARS ADVANCE?

Further Advance in Collars Expected—Manufacturers Will Not Commit Themselves

COLLARS.—There is a rumor around, from whence started it is hard to determine, that collar manufacturers will announce another increase in price in the very near future, possibly putting collars on a straight 20c basis, or even 25c retail. While MEN'S WEAR REVIEW could not get definite confirmation of this rumor, enough was learned to make it evident that the advance is being contemplated. Both retailers and wholesalers are probably expecting this increase, as all other lines in the men's wear store have shown greater increases to date than have collars.

RAW COTTON

New Record Reached in January—At One Time Spot Cotton Was Over 33c—Higher Prices Likely

COTTON.—Raw cotton has continued to show great strength during the past month, new record prices being reached. At one time during the first week of the new year spot cotton on the New York market went over the 33c level. Since then it has receded slightly and at the time of going to press was quoted at 31.80c. That still higher prices will prevail is freely predicted, but even those prevailing when compared with pre-war figures of about 12½c would easily explain some of the existing prices on manufactured products.

BOSTON WOOL SALES

High Prices Reached at Auction Sale—Average Will Be Equal to $2 Pound for Scoured Wool

WOOL.—At the recent auction sales held in Boston the first lot of Australian wool released for civilian consumption in the United States was offered for sale. The quantity offered was eagerly taken up, many prominent mills bidding. The prices obtained were uniformly high and the scoured cost of all choicer lots would be slightly above $2 per pound.

It has been unofficially announced that the next year's allotment of Australian and New Zealand wool for Canada will be at prices running from 20 per cent. to 25 per cent. higher than those prevailing on shipments now being received. This increase will eventually find its way into all fabrics and knitted goods.

PLAINER STYLES

Styles of United States Makers Will Affect Canadian Trade—Conservative Lines Favored

CLOTHING.—Several clothing manufacturers interviewed during the past week could see nothing but increasing difficulties in the cloth situation. Some are going so far as to say they will not buy cloths at present figures, but will make from the stocks they have on hand as long as it lasts. These are men who carry large stocks of cloth and who feel that they can give their customers better value by taking this stand even if their range of patterns is a little limited.

The plainer styles that United States manufacturers are adopting will be reflected in this country, and most manufacturers are fighting shy of anything in extreme designs.

One clothing manufacturer was looking at samples of British cloth when the market editor called on him. "Here is a cloth," he said, "that I used to buy at 7s. It is now 19s. 3d., and in addition there is the extra duty, insurance, unfavorable exchange, and increased transportation charges."

QUANTITIES SMALL

Underwear Mills Largely Sold Up for the Present—Lists Will Be Reopened Later

UNDERWEAR.—Underwear mills that sell their product to the jobber are largely sold up in so far as they desire to accept business at the present time. Indeed, they might be said in one sense to be sold up before they opened their lists for the season, as they had allotted to each larger buyer the amount that he could have, and this was nearly always taken up.

When lists are reopened in the course of a couple of months higher prices are again expected.

Mills which go direct to the retail trade have not yet completed their trips, but it expected that here also each buyer will be allowed a certain amount according to the average business placed with that particular mill in the past.

There is still noticeable some inconsistency in prices, and the rate of increase over a year ago is very irregular, but the average will be at least 50 per cent. except where the mills or jobbers being heavily stocked wish to share their profits with their customers.

HAT FUR SCARCE

Canadian Mills Awaiting Developments British Hats Coming Through Fairly Well

HATS AND CAPS.—Canadian felt hat manufacturers are awaiting the final decision of the British Government as to the extent to which hat fur will be prevented from leaving the country. There will be little available from Australia for some months yet and, although there is fur obtainable, the price continues to advance. One grade of fur that was three years ago 90c is now $4.60; another that was 75c is now $3.85. Predictions are made that $30 will be the cheapest fur hat obtainable when Fall lines are priced next month.

English hats are beginning to come through for Spring, and jobbers are hopeful of making complete deliveries.

GLOVES STEADY

GLOVES.—Travellers are out with ranges of gloves and mitts for Fall, 1918. Prices on most lines remain pretty much at last year's level, with slight increases running in some cases to 10 per cent. over those then prevailing.

Manufacturers in this line speak very optimistically of business and state that their travllers are being well received and that booking is heavy for the coming season.

Horsehides, from which nearly all working gloves are made, are becoming increasingly difficult to procure, and in consequence tanners are holding out for stiffer prices. Cowhides, on the other hand, have been decidedly weak for the last two months.

Strong Reasons for Buying Now at Tooke's

"Fall Underwear Prices Up About 50 Per Cent."

That is the heading in the trade paper, "Men's Wear Review" — coupled with the further announcement that still higher prices are probable before long on account of the shortage of wool.

The mills are sincere in their desire to supply the home trade first, and are giving the preference to stores in Canada—but the Allies are calling and calling for a half million of underwear and hosiery from us.

Every Suit of Underwear in the Tooke Stores is subject to a discount of 20 per cent. during the January Sale—a discount from prices that are already far too low!

The R. J. Tooke Stores

A part of the R. J. Tooke stores advertisement as it appeared in the Montreal "Gazette." The advisability of buying underwear at once is hammered home by quoting MEN'S WEAR REVIEW'S *prediction of coming advances.*

HATS and CAPS

FALL HATS WILL BE HIGHER PRICED

Fur Shortage Still Acute—Canadian Manufacturers Not Anxious to Quote Future Prices—Styles Not Likely to Show Much Change—Some Attempt to Revive the Derby

DURING the month still further high prices have developed on hat furs, running on an average about 50c lb. In addition to this the shortage is very pronounced, although one manufacturer stated that he believed fur would always be procurable if one were willing to pay the price.

The North European supply of small pelts, from which the English supply of best quality hatter's fur was largely obtained, has been almost entirely cut off owing to the war, and in addition the Australian supply of rabbit fur is held up owing to the transportation difficulties. To give an idea of prices one manufacturer showed invoices where he had just paid $4.60 per lb. for a certain grade of fur that he bought at 90c before the war. Another grade was $3.95 that used to be 85c.

Further Restrictions Possible

It has developed that Great Britain seriously considered placing an absolute embargo on English and Scotch furs only the protest from United States and Canadian manufacturers led to a reconsideration of the original plan. The details of the agreed upon plan are not yet to hand, but it is certain that its effect will be further restriction of an already tight market.

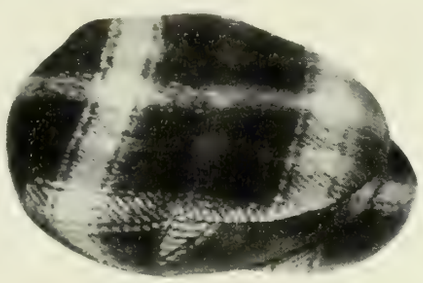
Canadian manufacturers are considering the possibility of securing a supply of fur from Canadian rabbits and similar small fur bearing animals, but so far nothing definite is in sight. Why the fur from the common American rabbit could not be utilized at this time of stress seems strange to the uninitiated, but it seems that up to the present it has been cheaper to import the British or Australian article.

Cheapest Hat $30?

Other manufacturing costs that have increased include the price of shellac, leather for sweat bands and labor. In consequence the Canadian manufacturer shows decided uncertainty as to prices for the Fall season of 1918, except that they will be higher, much higher. That the cheapest quality fur hat will run about $30 per dozen, and that this will include imitation leather sweats, is the prediction of one or two men usually well informed.

Styles Little Changed

In so far as styles are concerned there is expected to be little change. Manufacturers, both British and Canadian, are too busy solving the price problem to be considering style changes. The staple shape carrying brims 2⅝ to 2¾ will be the popular sellers.



Makinaw Cap suitable for early Spring and Fall wear, with fancy lining. Shown by the Boston Cap Co., Montreal.

It is noticeable that the extreme 3-inch brim favored by the younger set last Spring has practically disappeared, as this hat was a poor shape keeper and in addition required slightly more raw material.

Will Derbys Come Back?

Some slight revival is noticed in the demand for Derbys, but it is still very limited. One dealer gives the prevalence of automobiles as the principal factor that has killed the sale of hard hats. These do not take kindly to being bumped against car roofs and will not stick to the head as well as their softer brother. In so far as styles of Derbys are concerned there is no change. The demand is too insufficient to make any change worth while, and in addition the man who still demands this type of head covering is very conservative in his tastes and a staple shape will meet his requirements.

English Deliveries Later

Spring deliveries on English hats will likely be later than usual, although several Toronto wholesalers report some receipts, with further shipments on the way. The retailer who in pre-war days received his entire Spring shipment in January will, however, be forced to bide his time this year. It is expected, however, that orders placed will be fairly well delivered before the season really opens.

Heavy Panama Season

As was anticipated, final returns show that retailers have placed heavily for Panama hats. The high price of split straw hats has undoubtedly been a boon to the manufacturer of this line which used to be the aristocracy of the hat store. To-day fairly good Panamas can be secured at the price of a medium quality boater, and in consequence their sales have increased wonderfully. From all over the country retailers report one of the biggest seasons in their history, even although the Summer was not one conducive to the sale of hot weather headgear. In some cases report is made that by actual count more sales were made of Panamas than of straw boaters.

Split Straw Boaters High

The well-dressed man who always desires his split straw boater of high grade English make will pay a big price for his hat this season. In consequence sennet straws have been the almost exclusive choice of the retailer, as the split straw hat that could be obtained at a moderate price is not attractive.

Cap manufacturers complain of the cloth situation, and deliveries of high grade British lines are poor.

Speed Up Spring Season

An effort is being made in New York and other large centres across the border to boom the earlier Spring hat trade. It is felt that if encouraged so to do by the dealer, the average man would buy two hats between Christmas and the straw hat days.

The custom has been to practically encourage a man to wait till Easter before getting his Spring hat. Little was shown in the way of comprehensive displays

(Continued on page 62)

COLLARS & SHIRTS

SHIRTS CHEAPER THAN CLOTH PRICES WARRANT

A Big Jump Coming Before Long—Competition Makes Market Uncertain at the Moment—Two Attitudes on Part of Retailers — An Advance in Collar Prices Seems Imminent

AS regards shirts, the situation at the moment is complex—this both from the standpoint of the retailer and from that of the manufacturer.

The retailer finds himself confronted with the question of buying policy. Shall he lay in large stocks as against the day when shirts are still higher, or shall he run his risk of paying vastly higher prices at a later date, and run no risk of being left with a heavy supply of shirts on hand when the war ends, when perhaps—and this is only perhaps—these shirts would be of less value than when bought?

LOUNGE COLLARS STRONG IN PLAIN AND FANCY COLORS

Orders for colored silk collars continue to reach manufacturers in goodly quantities. Lounge collars generally are in great demand. It is expected, moreover, that this business will keep on growing.

The regular collar manufacturers are quite willing to see this tendency, for their plants, their shrinking plants especially, give them an opportunity to turn out a splendid soft collar product. Their experienced designers, moreover, welcome the lounge collar as a new field for display of their art.

The manufacturer, on the other hand, finds himself making shirts of materials bought at a much more favorable market than is now open—finds himself selling these shirts at figures far below the price necessary were cloth of to-day's purchase put into these. He finds himself, moreover, uncertain as to future deliveries of cottons.

Indeed, the situation is far from easy. There are a few apparent certainties, however, which will assist the retailer to definitely determine upon his policy.

One Seeming Certainty

And the first great certainty is that prices will go higher before long. It seems, indeed, assured that the figure for which shirts are now selling will be heavily advanced for the next season.

As proof of this there are the statements of makers, which, summing them all into one, practically resolve themselves into this: "Shirts now being sold are being sold at a price below that justified by the cloth market. They are so sold largely because of competition, but also to some extent because production of late has more than caught up with demand."

A concrete instance of the situation is given by one maker, who states that were the cloth he is now putting into a $12 shirt bought on to-day's market he would have to sell that shirt not for $12, but for $18.

Would Like to Close Temporarily

Along this same line a manufacturer expressed to MEN'S WEAR REVIEW the wish that he could close up for two years. By doing so, he stated, he could make some money. He admits making some under existing conditions, but has fears as to the future.

This opinion will bear some explaining. It is the belief of this maker that shirts are away lower at the moment than the cloth situation justifies. This, of course, means that there must come a time when the product will have to be jumped tremendously in price. By closing for two years he would be able to come back on the market with his advantageously purchased materials to get these prices. It is, of course, not the intention to do this. But the fact that such a step would give an opportunity for profit—and no great probability of loss—is interesting as indicating what is to happen in the shirt market very shortly.

Some Remarkable Prices

Competition, it has been said, is keeping down the prices of shirts to the merchants. One maker, for instance, is now making some deliveries of $9 shirts—shirts which were ordered from him in 1916, and which he is now making up from cloth ordered by him in 1915—cloth but recently to hand.

It will readily be understood that only legitimately placed orders are being filled at these figures, yet this is one tendency which is holding prices lower than the cloth market warrants.

What of the cotton market in the future? Ah, there indeed is the question. The raw market fluctuates slightly, but never sinks very low, and with the U.S. Government taking so much of the product of the converters it is not easy to figure a decrease while the war lasts.

Foresight Evident

So, counting on the continuation of the war, it would seem that those merchants who are laying in shirts now for at least a season ahead are acting with a good deal of foresight—providing of course they have the available money for such an investment.

ARE DRASTIC COAL SAVING REGULATIONS COMING?

Says a large manufacturer in writing MEN'S WEAR REVIEW *with reference to the coal situation:*

"I was talking to the superintendent of the local power plant and street railway last evening and he intimated that the cutting off of street lights, advertising signs, etc., was preparatory to further restrictions, so that I would not be surprised if we were called upon to stop one day a week, or something of the kind."

It is hard to tell what the coming weeks will bring, but things in the States are going pretty well despite the drastic coal regulations. If such regulations become necessary in Canada doubtless it will dislocate industries less than might be expected.

War End to Bring Advance in Cotton?

But if the war should end before the season of the future buying arrived, what then? Well that's another question. Cotton and shirts might fall in price, yet it is worthy of mention that some of

(Continued on page 62.)

NECKWEAR

CHRISTMAS NECKWEAR TRADE HEAVY

Neckwear an Increasing End of the Men's Wear Business—Ties More Than Anything Else Can be Sold by Display—Still Higher Prices Before Long—Some Novel Wash Ties on the Market.

NECKWEAR houses report that retailers seem hungry for ties. Christmas business is reported to have shown phenomenal neckwear sales. The volume of business was large in

One of the Persian designs in Spring range of W. Milne.

quantity of ties sold and in addition the higher prices obtained swelled the volume to an even greater extent.

Neckwear 50 per Cent of Sales

One large furnishing store report 50 per cent. of their total sales during Christmas week to be neckwear, surely an astonishing record.

Higher Prices Cause Interest

The average price of a necktie looks likely to be soon around $1 and this brings this end of the furnishing business right out into the limelight. Even the merchants who felt that selling ties at 50c that cost $4.25 was more or less a waste of time are awakening to the importance of a department that can handle immense quantities of ties at 75c that cost about $5.50 per dozen or at $1 that cost about $7.50.

To such the question of increasing their tie business has become a vital matter.

Neckwear Sold by Display

It is a peculiar thing that all through the short periods of quietness that the men's wear trade has suffered, owing to conscription or some similar cause, the neckwear trade has continued to hold its own. One reason for this is the fact that neckwear sells on sight and the wide-awake retailer knowing this has devoted a large part of his window space to ties. A man will usually only buy a shirt or underwear when he needs it but he will buy a tie whenever he catches sight of one that suits him.

Undoubtedly live neckwear properly displayed is the life of the men's wear store. And apart from the actual ties sold, the number of men that may be attracted into the store through seeing a tie in the window that they liked is very great indeed.

Still Some 50c Ties Obtainable

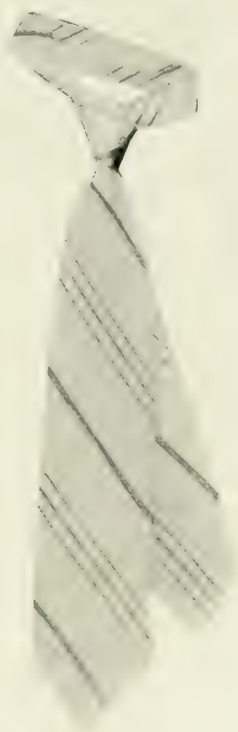
The situation in so far as the coming year is concerned spells still higher neckwear prices. One or two houses are showing $4.25 lines for Spring but these are nearly all made from some special purchase of silk that is limited in quantity. Others again are starting their range at $5.50 and showing nothing beneath that. Some will go so far as to predict $1 as the minimum retail price for a tie by this time next year.

Retailers Looking Ahead

Many retailers are booking up ahead with certain manufacturers, buying bulk quantities at present prices and arranging to take monthly deliveries spread out throughout the year. By this means they feel that they are protected against coming advances and have also possibly a better choice of silks to choose from than will be obtainable at a little later date. Manufacturers interviewed state that they are willing to accept business in this way even at a sacrifice of possible increased profits as it stabilizes their business to have a nice proportion of their year's production booked ahead.

High Rate of Swiss Exchange

All neckwear houses are believed to be fairly well stocked with silks at the present time. Swiss silk was coming into the market fairly freely until the first of the year but the rate of exchange is now hopelessly against it. In consequence these will be largely ignored from



Novelty closed end wash tie shown by The King Neckwear Co.

henceforth by the tie manufacturer who will turn more and more to the United States weavers.

These again are having production seriously hampered by well-known conditions existing in the New England

States. Shutting down non-essential industries, of which silk manufacture is considered one by the Washington Government, owing to the coal shortage, increasing transportation difficulties and the labor situation are all tending to cut down supplies.

The difficulties of providing ocean transportation for the raw silk from Japan will continue to increase as every last foot of vessel space will be needed for war's necessities. Thus, even though

One of the new prints that is included in the range of Tooke Bros.

raw silk in Japan shows no particular strength, neckwear manufacturers are unanimous in predicting higher prices and a possible restriction of supplies.

Spring lines so far shown follow along the lines already predicted in previous issues of MEN'S WEAR REVIEW. Printed goods will undoubtedly have the sale in fairly bright patterns. These will come in crepe failles, poplins, foulards and satins and will include an immense variety of designs. Undoubtedly the designs that the New England printing mills have developed during the past year have been the fundamental cause of the rapid rise to popularity that the printed fabrics achieved.

In addition there will be shown a good range of staple brocades and in the better qualities some handsome Persian and Oriental designs will continue to find favor with the well dressed man.

Will be Good Wash Tie Season

Wash ties are expected to have a good run for the coming year and will partially fill the gap caused by the departure of the 50c silk tie. One of the new features in these will be a line made either in straight or bias cut in Derby shape. These will be made from pure silk New York shirtings and are lined with a very heavy duck lining which is guaranteed to be non-shrinkable and non-tearable. The patterns in this line are chosen to blend with the popular striped silk collar, and so combined should produce a very nice effect. The larger shape will appeal to the average man who often would not buy the usual tubular wash tie. This latter however will not disappear from the market but will continue to fill an important part in the tie department during July and August.

As the best of the wash ties seen are intended to retail for 50c and some may still be procured that will leave a fair margin at 25c the wash tie will have the added virtue of reasonable price.

New York Neckwear News

New York also reports bright colors selling well, with a certain demand for Roman and regimental stripes. Bow ties are also being looked upon as a feature of the late Spring and Summer business.

The heaviest trade at the holiday time is reported to have run along the lines of the brighter patterns and what neckwear is carried over is of the more subdued types.

FALL HATS WILL BE HIGHER PRICED

(Continued from page 59.)

before that date, and no effort has been made to create a buying season right after the new year.

An attempt is now being made to get away from this and to start buying enthusiasm as soon as the Christmas trade is over. Then an extra hat could usually be sold the same customer when the Easter season does arrive.

There is room for some thought here. Why should a man wait for Easter before discarding the hat he has worn during the Fall and Winter months? The only answer is the force of habit and established custom. Energetic business policies are continually encroaching on the rights of precedent, and this may prove another case where vigorous action can overcome the habits of years.

SHIRTS CHEAPER THAN CLOTH PRICES WARRANT

(Continued from page 60.)

authorities in Canada state that the end of the war will see cotton soar as never before in the world's history—soar to some such price as 80c, this by reason of the rush of orders which will flood in from neutrals and belligerents alike.

If any such advance should occur there would be no reason to fear depreciation in the value of shirts in stock. There would, however, still remain the question as to the demand which would exist for the shirts. The great demand for raw cotton would certainly indicate a somewhat corresponding demand for shirts, but not absolutely necessarily. The shirts might be worth more than ever, yet lie in the store languidly, until business conditions so adjusted themselves that the demand for all goods became something like normal.

True this is mostly conjecture. But there isn't much but conjecture which is of interest just now.

The Outstanding Facts

The facts are very simple and may be summed up like this:

Cotton is high. Shirts are being sold for less than the cost of the cloth warrants. Some merchants, recognizing this, are buying heavily for their future needs; other merchants, probably realizing equally, in many cases, the opportunity that now exists to buy to advantage, are nevertheless buying little or nothing.

Which is the wise merchant?

Perhaps both classes are wise. Each merchant has to solve the problem only for himself.

A New Collar Price Coming

There seems a likelihood that collars will advance in price. How soon such a change will be effected is impossible to state at the moment. Yet, if the price to the retailer approaches $2.00 by the Summer MEN'S WEAR REVIEW would not be surprised. The retail price would be 25c straight.

This subject has been mentioned before, and the reasons which lead to the opinion that such an advance will be made given. There is nothing new except that the cotton prices are still higher, and labor, laundrying and boxing charges all tend to make the cost of production so high that the present prices are next thing to impossible. When such a state of affairs is reached an advance seems just around the corner, and we all might as well look for this.

The coalless days in the U.S.A. have not had any marked influence on the shirt and collar business in Canada. The whole fuel situation is of course serious, but unfortunately every merchant knows that from his own experience with his store.

NOTES

F. W. Cote, men's furnishings, Quebec, has sold out.

J. H. Bardwell, men's furnishings, Toronto, has sold stock.

Beriault Freres, men's furnishings, Montreal, have sold out.

Parker & Son, men's furnishings, Winnipeg, have suffered fire loss.

N. Ryan, men's furnishings, Timmins, Ont., has sold stock and fixtures.

H. W. Jacobson & Co. has taken over the business which Jacob Cohen has been running in Canning, N.S.

Dowers, Ltd., clothing and men's furnishings, Edmonton, Alta., have sold branch store.

Fire which broke out in the Enderton Block, Portage Avenue, Winnipeg, did damage to the stock of Parker & Sons, men's wear business, estimated at $13,000.

KANTKRACK

helps your customers to economize

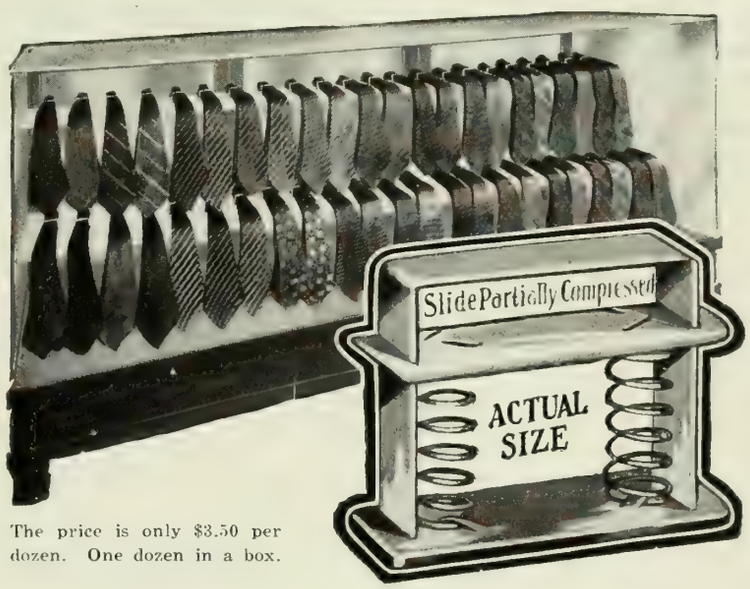
Because KANTKRACK Composition Collars will give them all the advantages of the daily clean linen collar without the usual laundry expenses.

KANTKRACK have all the appearance and finish of the linen collar. That's why they sell so easily and satisfy so well.

You need The Onli-Wa Tie Holder to sell your ties

To sell ties more quickly and more easily get the Onli-Wa in your neckwear department. Show your complete assortment neatly and attractively. Any tie can be removed without disturbing the others.

Write now for full particulars of KANTKRACK COLLARS and the ONLI-WA TIE HOLDER.



The price is only $3.50 per dozen. One dozen in a box.

The Parsons *and* Parsons Canadian Company

Makers of the famous KANTKRACK composition collar

Est. in U.S.A. 1879 HAMILTON, CANADA Est. in Canada 1908

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

SOME 1918 GLOVE TENDENCIES

DIFFICULTIES which have confronted manufacturers of ready-to-wear garments and many other fabrics have not been common to them. There has been a very decided hardship in the matter of supplies and in the delivery of the same when secured as applying to the glove maker. Transportation has been so scarce that many supplies have been held back many weeks and months. Especially is this true in the matter of raw skins imported from the far South and from European centres. Only through the exercise of foresight have our large makers been able to keep the effects of these difficulties confined, and supplies have been secured in some instances only by purchasing well in advance the quantities of skins that would be required.

Take the "capes" from South Africa, the "Mochas" from Arabia, and the fine French kids, as well as the special tannings that are imported from England. These are always popular and in demand. The difficulties of securing delivery of them, however, will be obvious to the thoughtful reader.

It is well that many of our large makers have not only provided with due foresight against an immediate shortage of some lines, but they have fortunately at their disposal their own tanneries, the product of which has enabled them to meet demand reasonably well.

The matter of increased costs has not been confined to materials. Labor is an acute problem in the face of its increased demands, and expert glove makers have also been scarce. The greatest care has had to be exercised in making provision against a shortage of skilled and unskilled labor. It is, therefore, not strange that, in view of these recited difficulties, the trade has had to pay more money for its needs.

Now, in the matter of tendencies, it is pleasing to note that the Canadian gentleman has an increasing sense of pride in the matter of "wearables." Thus has he been quick to appreciate the newer tendencies as shown by the glove manufacturer, and the latter is showing new and tasteful patterns that are already very well received where shown. Also to his credit is the fact that he has learned to appreciate the value of a quality glove, and these are selling well, with decided tendencies to a larger output of the serviceable and durable materials.

The popular materials for which a brisk demand now exists comprise the better grades of doe skins, suedes and real mochas, as well as capes, in the various attractive shades. Particularly popular are the washable skins, such as capes and doe skins. This is so, not because of their being washable, but because of the "pliability." This appeals to men, and the "cling" of this material to the hand makes it a preferred choice with many.

Among the newer designs will be found those in which the embroidered effects are prominent. This feature is much admired. It lends a real attraction to the glove, and where the line has been carried and shown well it has met with ready sale.

Another feature is that of "contrast trimmings." These lend a distinctiveness to the glove that could be obtained in no other way. Its use enables the glove maker to produce and offer a really aristocratic article to his trade.

For the Spring of 1918 we illustrate elsewhere in this issue two new types of driving gloves, for which a ready and popular demand will develop. These will be offered to the trade immediately after the holidays, and will comprise a variety of shades in capes, buckskins and horse hide leathers. They will be as well serviceable and neat, and, owing to their splendid wearing qualities, there will doubtless be a ready demand from the buying public.

SUGGESTIONS FOR WINDOW TRIMS

THE Zimmerman Manufacturing Company, Limited, of Hamilton, have started a series of advertisements in MEN'S WEAR REVIEW that it is believed will prove of special interest to the trade.

They have engaged W. A. Moir, expert window dresser and president of the Canadian Association of Display Men, to set up a serious of window displays featuring underwear and bathing suits. These window suggestions are then photographed and presented to the trade in the advertisements of the company. The first suggestion appears in this number Any questions that the dealer may wish to ask will be answered promptly by the Zimmerman Company.

The desire is to help the trade, and Mr. Zimmerman states the firm will welcome suggestions as to how they can be still more useful to their customers. Doubtless many merchants and designers will not only watch the Zimmerman advertisements but will cut them out for future reference.

FLIGHT LIEUTENANT FRED CRESSMAN.

A Peterborough member of the Royal Naval Air Service who is reported missing and believed drowned. Lieut. Cressman before enlisting had charge of the men's wear department of his father's departmental store in Peterborough.

TO STANDARDIZE DYES

Canadian and U. S. Makers Confer on Meeting German Competition After the War

NEW YORK.—Manufacturers of dyes from several Canadian cities, New Jersey, Philadelphia, Chicago and Cincinnati, met with representatives of the United States Government in this city on January 22 and 23 for the purpose of devising means of holding their domestic and foreign markets against the onslaught of German commercial "shock battalions" after the war. Formation of an international trade association will be considered to stabilize and standardize the dye industry, the present investment of which, it is stated, is $200,000,000.

MOVING TO LARGE NEW PLANT

THE Kitchen Overall & Shirt Co., Limited, Brantford, Ont., is now moving to the new factory—this was required in order to permit of a doubling in capacity. The company is now employing 300 operators.

A "WOOL SHORTAGE SHOW"

David Belasco Directs "Wool Matinee" for Soldiers at New York—Tickets in Terms of Woollen Wear

A THEATRICAL performance was given in the Belasco Theatre, New York, on January 19th, for the benefit of the Militia of Mercy. David Belasco donated the use of the theatre and his force of attendants free of charge, while the actors donated their services.

The money was used to supply wool to patriotic women who lack the means to purchase material to knit garments for the soldiers and sailors. So it was called the "Wool Matinee." A unique feature was that the price of each ticket represented enough wool to knit specified articles, such as sweaters, socks, helmets,

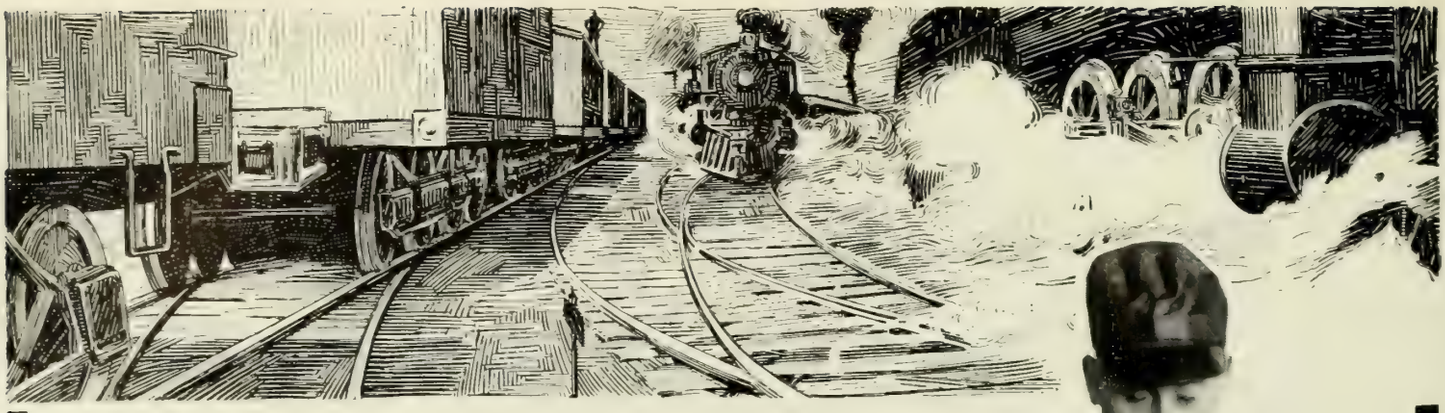
Travellers now out with Fall 1918 Gloves and Mitts. See the Big Line

The Real Line The Bob Long Line

Known from Coast to Coast

Complete line includes Union Made Leather Gloves and Mitts, Overalls, Pants, Knickers, Workshirts, Warehouse Coats, Mackinaw Coats, Socks, Buckskin and Horsehide Moccasins, Wannigans, Staple Sweaters, Children's Knitted Suits, Caps, Toques, Mitts, Skating Sets, Knitted Scarfs, Jerseys, and an exclusive assortment of Children's, Misses' and Ladies' Fancy Knitted Worsted Sweater Coats and Novelties.

R. G. LONG & CO., LIMITED - - Toronto, Can.



You know

Stifel's Indigo Cloth

standard for over 75 years

which since the first railroads
has been the "best seller" for

OVERALLS, JUMPERS AND UNIFORMS

Now meet

Miss Stifel Indigo

the new kid glove finish cloth for

WOMEN'S OVERALLS AND WORK CLOTHES

Miss Stifel Indigo has the same business-getting profit-making qualities in her makeup that made her "big brother" the big factor he is today in the overall world.

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the woman's work garment business.

Manufacturers, Dealers, LOOK FOR THE BOOT trade mark on the back of the cloth when buying it's your guarantee and your customers' guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

STIFEL'S
REGISTERED

J. L. STIFEL & SONS

Indigo Dyers and Printers — *WHEELING, W. VA.*

New York — 260-262 Church St
Philadelphia — 1044 Commerce St
Boston — 91 Pearl St
Chicago — 231 W. Lake St
Boston — Com'l Wharf
San Francisco — Pacific Telegraph Bldg.
[illegible], Mo. — Syndicate Trust Bldg.
[illegible] — 328 Victoria Bldg.
St. Paul — 238 Endicott Bldg.
Toronto — 14 Manchester Bldg.
Winnipeg — 400 Hammond Bldg.
Montreal — Room 808 Read Bldg.
Vancouver — 506 Mercantile Bldg.

If interested, tear out this page and keep with letters to be answered.

Make your store headquarters for the man in overalls

The satisfaction he is sure to experience when you sell him a suit of

ACME
GIANT
OVERALLS

will be a big assistance to you in securing his patronage in other lines.

For ACME GIANT OVERALLS *WILL* give him unstinted satisfaction. Big, roomy and comfortable, they are made to satisfy and to give a maximum of service under the hardest wear.

An inspection of these overall values will be a step on the road to real overall profits. Let us quote you prices.

Acme values will bring you profits.

Acme Glove Works, Limited

MONTREAL

If interested, tear out this page and keep with letters to be answered.

Men's Wear Stores

Finding Ladies' Hosiery Profitable

The number of men's stores handling Mercury Ladies' Hosiery is steadily increasing, which is proof that the trade has found the handling of this line a profitable undertaking. It is just as easy to sell women

Mercury Hosiery

for their own personal use as it is to sell them clothes, shirts and underwear for their boys.

When mothers are in your store any good salesman can readily interest them in Mercury Seamless Hosiery, particularly if he draws attention to the narrow ankle, perfectly turned toe and full-fashioned calf—a shapeliness that is permanent, the hosiery being knit to shape, not stretched into shape while wet.

No need to point out the high, soft finish of Mercury Hosiery. The women will recognize that feature immediately and the sale will be easily made.

Mercury Fashioned Hosiery is made in Black, White, Grey and Brown, Cashmere, Lisle, Mercerized Lisle, and Silk Quality. Our big new plant is in operation and we can ship promptly. Have our traveller show you ladies' hosiery samples, or write us direct for quotations and other particulars.

Mercury Mills, Limited

HAMILTON, CANADA

Also makers of Men's High Grade Hosiery and Men's, Women's and Children's Underwear.

See the Leishman Styles before you finally decide

The new Made-to-Measure Sets and Swatches are now ready for your approval, and notwithstanding the fact that some of the cloths have been delayed in arriving, they represent a remarkably fine range of styles and values.

Your customers will appreciate the true high class fabrics and the style and tailoring that go into the garments.

Connect now with Leishman's — the clothes of all round excellence. Write.

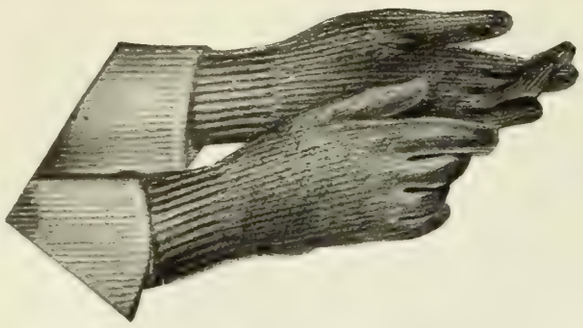
Wm. H. Leishman & Co., Limited

Wholesale Custom Tailors

68 Temperance St., Toronto, Canada

Makers of the Best Tailored Garments for Men.

If interested, tear out this page and keep with letters to be answered.



"Avon-Knit" showings have always been noted for correct style and superior quality. Our new assortment is no exception. See them and be convinced.

Our selling representatives will show you the complete line of "Avon-Knit"

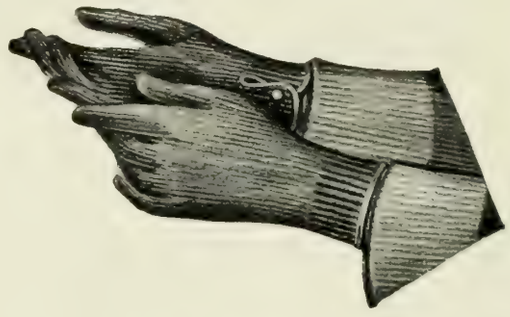
Mitts, Gloves, Toques, Hosiery, Sweater Coats, Mufflers, Skating Sets, Children's Suits, Etc.

We are now showing the

AVON-KNIT

1918 Range

The unsettled condition of the market makes it extremely advisable for dealers to stock early as our present prices are based on materials bought below present markets. Besides early purchasing ensures deliveries in good time.



AVON HOSIERY, LIMITED

Stratford, Canada

Richard L. Baker & Co., 100 Wellington St. West, Toronto, Selling Agents

FOR THE MILLIONAIRE

Made in Canada "Everyman's" TRADE MFD BY MARK DAVIS BROS *For Canadians*

FOR THE MILLION

The mark of Trousers that please

We have now ready for your inspection a splendid assortment of "Everyman's" Trousers, an assortment combining the real values and the sterling qualities that have put the "Everyman's" line ahead of all competitors.

The new showing is comprehensive, including trouserings in fancy stripe worsteds, serges, tweeds, corduroys and all other materials, and produced in all styles. Union made.

See these trousers before you decide. We'll send you samples and prices. Look them over at your leisure and see for yourself where "Everyman's" excel.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

Taylor-Made

Garment Hangers

No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trouser Bar, at

$7.50 PER HUNDRED

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton Ontario

If interested, tear out this page and keep with letters to be answered.

In the present difficult times

Why worry about help?

Why not try sending your goods to us to be made up?

Campbell's Clothing

is known for its high quality.

The fit and workmanship will prove equal to, if not better than your own work.

The Campbell Manufacturing Co., Limited
MONTREAL

TRADE MARK

CONTRACTOR TO H·M·THE·KING

WOLFE'S M.I.C. BRAND NONE BETTER MADE IN CANADA

REGISTERED

LESS HURRY BUT MORE SPEED

WOLFE'S CAPS

FOR FALL AND WINTER
ARE ON THEIR WAY.

"BETTER LATE THAN NEVER"

CONSISTING of the Newest and Highest Grade Woollens, Plushes, Velours and Velvets offered by the British, French and American Markets.

BY WAITING about one month longer, to see our line before purchasing elsewhere, you place yourself just one year ahead of your early buying competitor.

Write Us for an Appointment or
WAIT, SEE AND BELIEVE!

A. HARRY WOLFE

8-10 WEST 19th STREET, NEW YORK CITY
800-810 UNITY BUILDING, MONTREAL, P.Q.

If interested, tear out this page and keep with letters to be answered.

The label that has made Canada famous for its reliable clothing.

SPECIAL ORDER (Made to Measure) DEPARTMENT

Sure Sales
Good Money
Satisfied Customers

When you handle "Progress Brand" you have all the above qualifications combined.

We have twenty-five more sets to distribute for the coming season. If you are looking for a line that will please your customers, and give you a profit, write at once to

H. Vineberg & Company, Limited

Cor. St. Lawrence Boulevard and Duluth Ave. **MONTREAL**

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

MEN'S WATERPROOF CAPS

Made of Tweed and Paramatta Cloth
Absolutely Waterproof

No. 14

No. 22

No. 29

No. 33

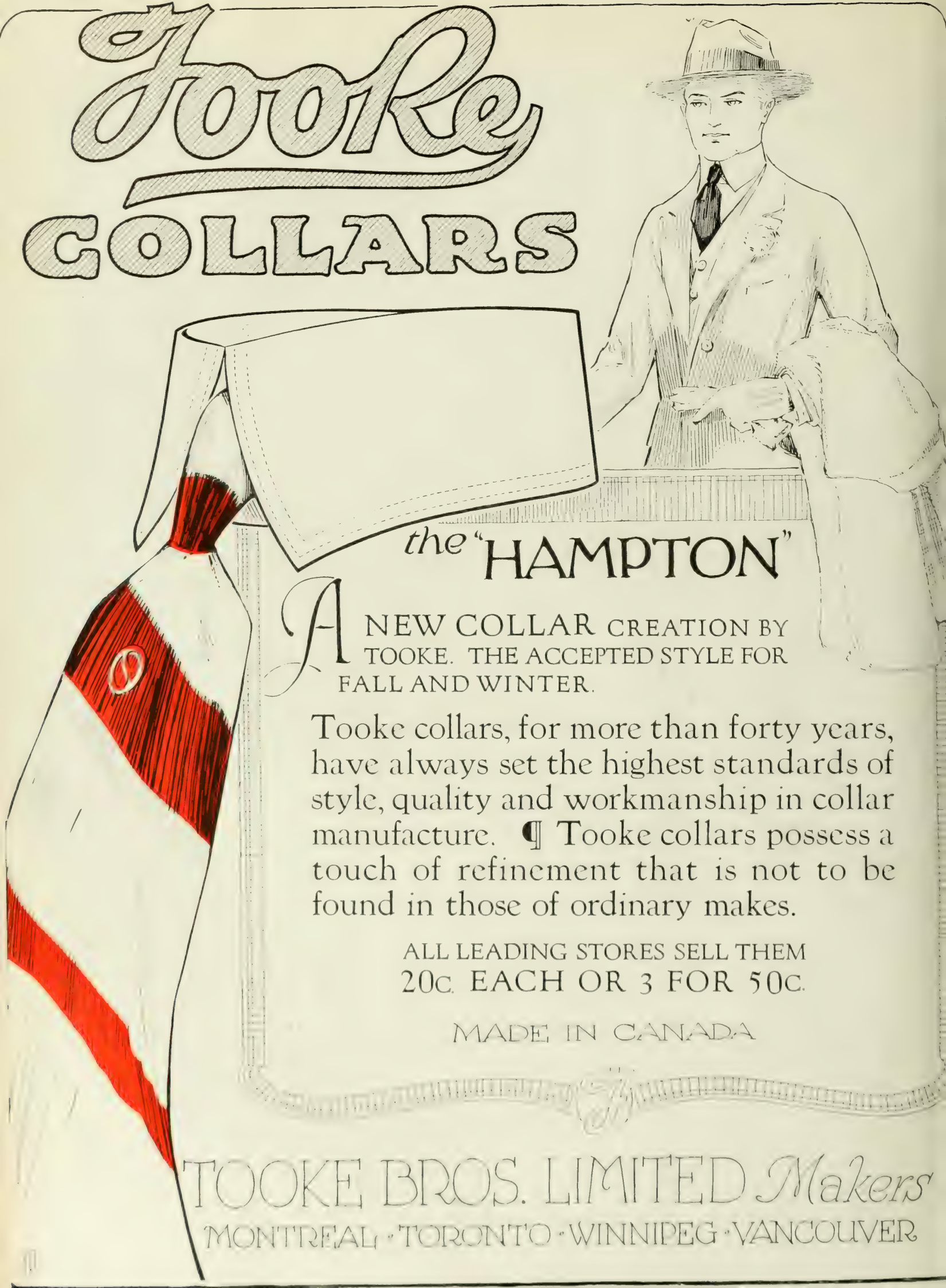
Four numbers by which to judge qualities, styles and values. Our nearest branch will give you particulars as to prices.

Canadian Consolidated Rubber Co.
LIMITED
HEAD OFFICE: MONTREAL

Service Branches

HALIFAX	TORONTO	NORTH BAY	SASKATOON
ST. JOHN	HAMILTON	FORT WILLIAM	CALGARY
QUEBEC	KITCHENER	WINNIPEG	LETHBRIDGE
OTTAWA	LONDON	REGINA	EDMONTON
	VANCOUVER	VICTORIA	

Tooke COLLARS



the "HAMPTON"

A NEW COLLAR CREATION BY TOOKE. THE ACCEPTED STYLE FOR FALL AND WINTER.

Tooke collars, for more than forty years, have always set the highest standards of style, quality and workmanship in collar manufacture. ¶ Tooke collars possess a touch of refinement that is not to be found in those of ordinary makes.

ALL LEADING STORES SELL THEM
20c. EACH OR 3 FOR 50c.

MADE IN CANADA

TOOKE BROS. LIMITED *Makers*

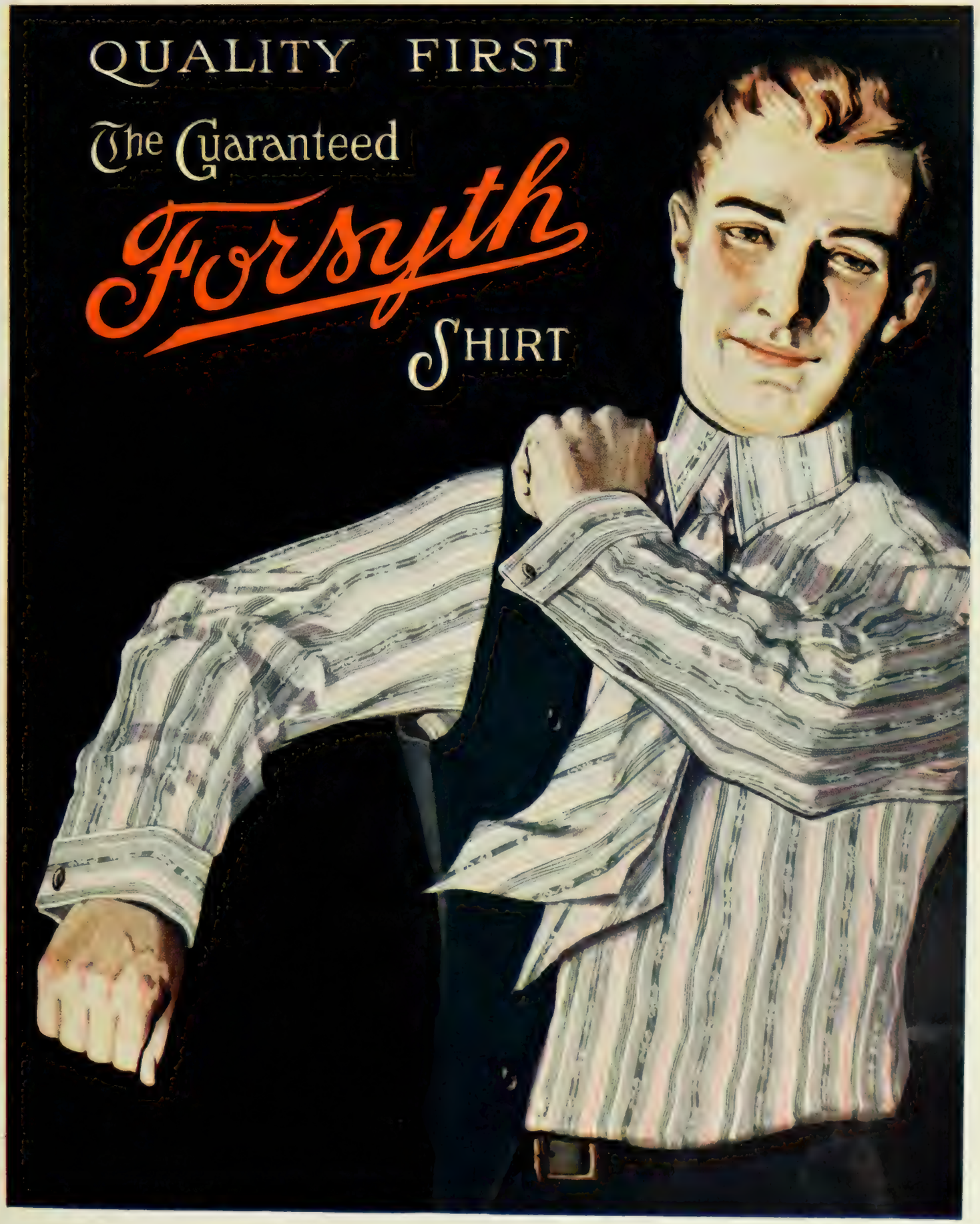
MONTREAL · TORONTO · WINNIPEG · VANCOUVER

EASTER AND SUMMER TRADE NUMBER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII. PUBLICATION OFFICE: TORONTO, MARCH, 1918 No. 3



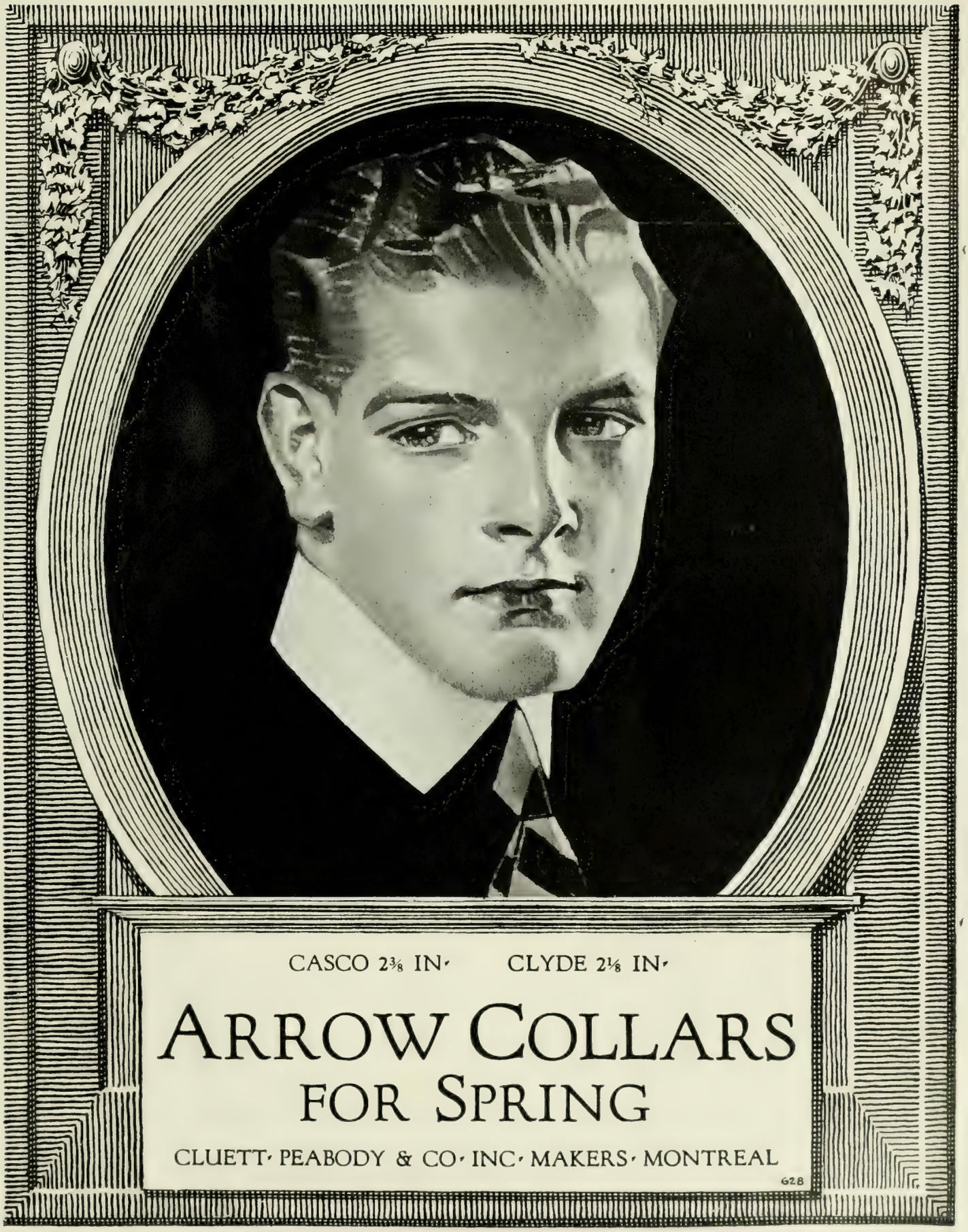
CREPE FAILLE
SMART EASTER NECKWEAR

"Mitchell Slide-Easy" Bands bring repeat orders.

Many designs of small and large prints in combinations of Summer tints.

$5.50
per dozen.

NIAGARA NECKWEAR COMPANY, LIMITED
NIAGARA FALLS, CANADA



If interested, tear out this page and keep with letters to be answered.

Get the trade of the well-dressed man

It is a trade worth getting. Satisfy the "dressy" men of your town that you can give them clothes with the snap and the style and the finish they look for and you'll swing this profitable trade to your store and swing it there to stay.

> The "C.N.R." Made-to-Measure Tailoring Service will make this proposition easy. For here you offer the careful dresser Clothes Comfortable and Stylish—Clothes of Quality Materials and Workmanship—Clothes in which customer satisfaction and big money value are fully represented.

We are now showing a wonderful collection of fabrics — wonderful truly when our remarkably low prices are considered. And in addition we guarantee a prompt, courteous service and the assurance that our dealers are seldom hampered by early cancellations of patterns.

If a bigger and better tailoring department appeals to you, send to-day for particulars of this splendid Made-to-Measure proposal.

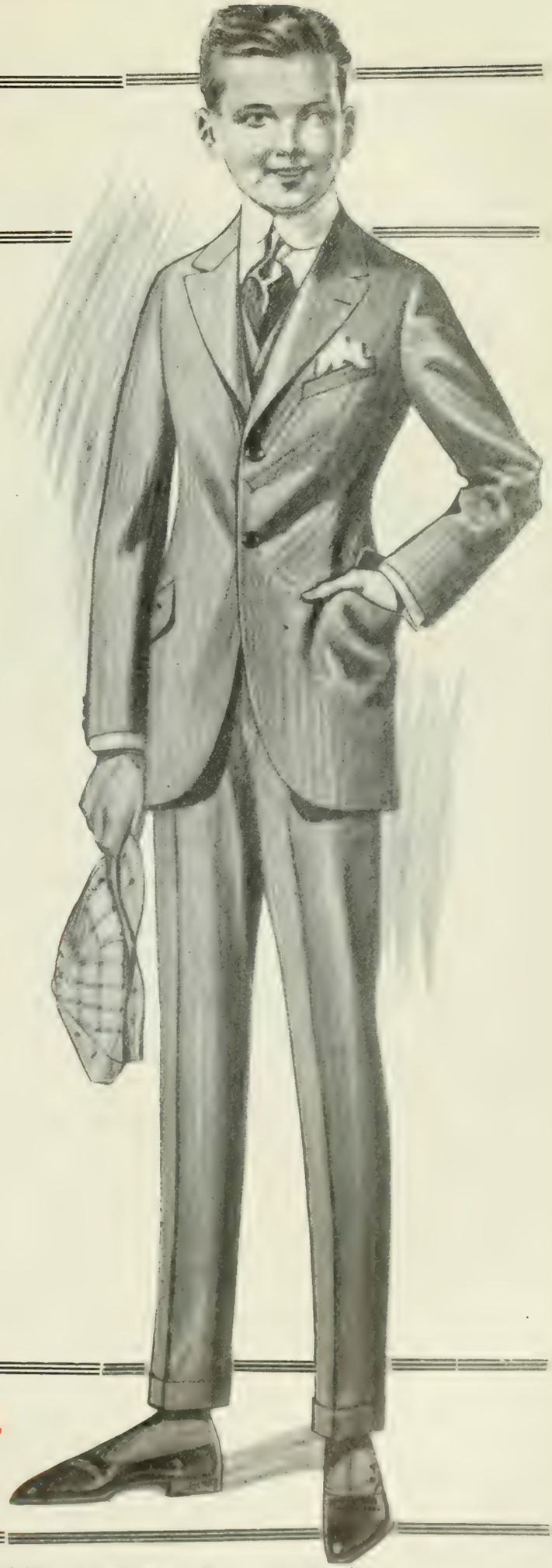
It's interesting.

Coppley, Noyes & Randall, Limited

Hamilton, Ontario

If interested, tear out this page and keep with letters to be answered

Get this young fellow's goodwill



It's something worth while, something that means many sound dollars and cents for you by adding his patronage to your clothing department.

Prevailing conditions have given these young fellows an added importance. Their earning capacities have increased, they are ready to dress better, and it's up to you to secure your proper share of the resulting business.

Cambridge Clothes

will do it for you. We have a splendid range of nobby lines that will catch the fancy of the discerning young fellow. And the more conservative lines too. While each and every suit has the finish and wearing qualities that have made *Cambridge Clothes famous.*

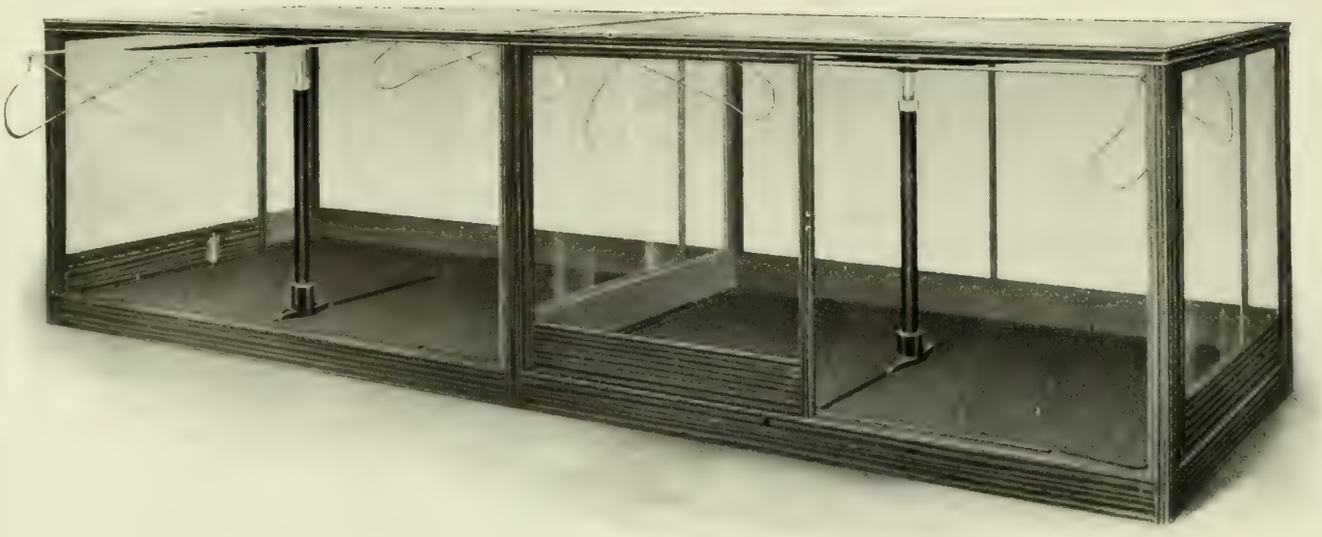
See these sellers before arranging your Fall and Winter requirements. Write, wire or phone.

Coppley, Noyes and Randall, Ltd.
HAMILTON, ONTARIO

If interested, tear out this page and keep with letters to be answered.

J

E-F-F-I-C-I-E-N-C-Y



How to

Increase your sales **Reduce your overhead**

Double your efficiency

Install The New Way System

A revolution in merchandising condensing stock and bringing it into arm's length of the clerk, storing each size and style in different compartments, yet displaying the goods to the customer.

Sectional Units for every line you carry, that combine to form a perfect whole, that can be divided or added to at will.

Such firms as Grafton & Co., Hamilton and Brantford; R. H. & J. Dowler, London and Windsor; Smallman & Ingram, London; The T. Eaton Co., Winnipeg; Chas. Ogilvy Co., Ottawa; Nealsons, Ltd., Halifax, are equipping now with

THE NEW WAY SYSTEM

One of our representatives is in your neighborhood. A post card to us will bring him to you. It will pay you.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

If interested, tear out this page and keep with letters to be answered.

FALL AND WINTER SEASON, 1918-19

TRADE MARK REG'D

New Era CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

We invite careful examination of

the stylish Fall and Winter lines of New Era Quality Clothing

that our representatives are now showing—

In spite of war conditions our range of materials is as large and complete as ever

Popular Priced Smart Looking Satisfaction Giving Clothing for

Boys, Young Men, and older ones with young tastes.

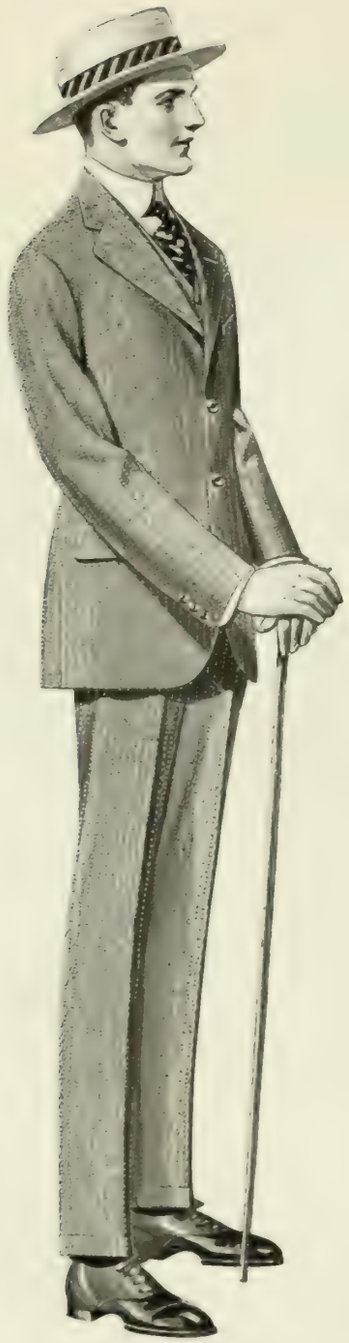
A combination of Service which should be of advantage.

Fur Collared Coats will be popular this coming Winter.

The Freedman Company

SOMMER BLDG., MONTREAL

If interested, tear out this page and keep with letters to be answered.



Bring the best dressed men in town to your store

Get identified with the made-to-measure line that symbolizes the very acme of style and fit and fabric—the line that embodies every essential likely to win and retain the lasting approval of carefully dressed men.

LEISHMAN

Made-to-Measure Sets and Swatches

offer you all this and more. They are now ready for your approval. An examination will make plain to you the great trade-building possibilities of this line.

Leishman Fall 1918 Suits

will shortly be submitted for your approval and we are certain that the real excellence of this new assortment will be apparent on examination. The prestige, the profit and the customer confidence to be gained by selling Leishman Suits are factors no good retailer can afford to overlook.

Don't miss seeing these values before making reservations

Wm. A. Leishman & Company

Limited

Wholesale Custom Tailors

68 Temperance St., Toronto

If interested, tear out this page and keep with letters to be answered

Fall and Winter Lines

With pleasure we fall in with the movement aiming to effect a conservation of cloth—with greater pleasure because *the absolute simplicity which this movement necessitates is the very essence of real tailoring to-day.*

We have more than perfect tailoring to offer you. By reason of early buying we have goods for Fall and Winter, 1918 and 1919—both overcoatings and suitings—which are simply amazing.

The lines we are about to offer are on the floor. Buying from us you are buying a certainty—a certainty as to delivery, material and workmanship.

Wm. H. Leishman & Co.

Limited

Wholesale Custom Tailors

68 Temperance Street, Toronto

If interested, tear out this page and keep with letters to be answered

WORTH LOOKING AT

We refer, of course, to the

Fall Line

of

1918

K & S garments must not be confused with the ordinary makes. They are distinctive. They are the product of ingenious craftsmanship—back of which is an honesty of purpose to give the trade thoroughly reliable customer-satisfying garments.

Discriminating retailers are fast recognizing the unequalled merits of K & S Clothing for their particular customers.

Hold your final decision on your Fall order until you see K & S Quality and Value.

A word from you will bring our representative to you. Just say the word.

Kaplan, Samuelsohn & Co.

1620 Clark Street - - MONTREAL

If interested, tear out this page and keep with letters to be answered.

50¢ Suspenders too.

WITH our buying connections, equipment, factory organization, and knowledge, built up in thirty-six years' experience of Suspender making, we are able to produce Suspenders as cheaply as any other Manufacturer.

TO PROVE THIS TO THE TRADE we have, while keeping the quality of our leading lines (now retailing at 75c) on the same high level, produced good imitations of these to sell at a price which makes possible 50c retailing.

THESE IMITATIONS ARE

For the President—the Secretary

For the Texend—the Fab Trim

For the Duplex (formerly our 25c line, but now retailing at 50c) we have the Relax retailing at 35c.

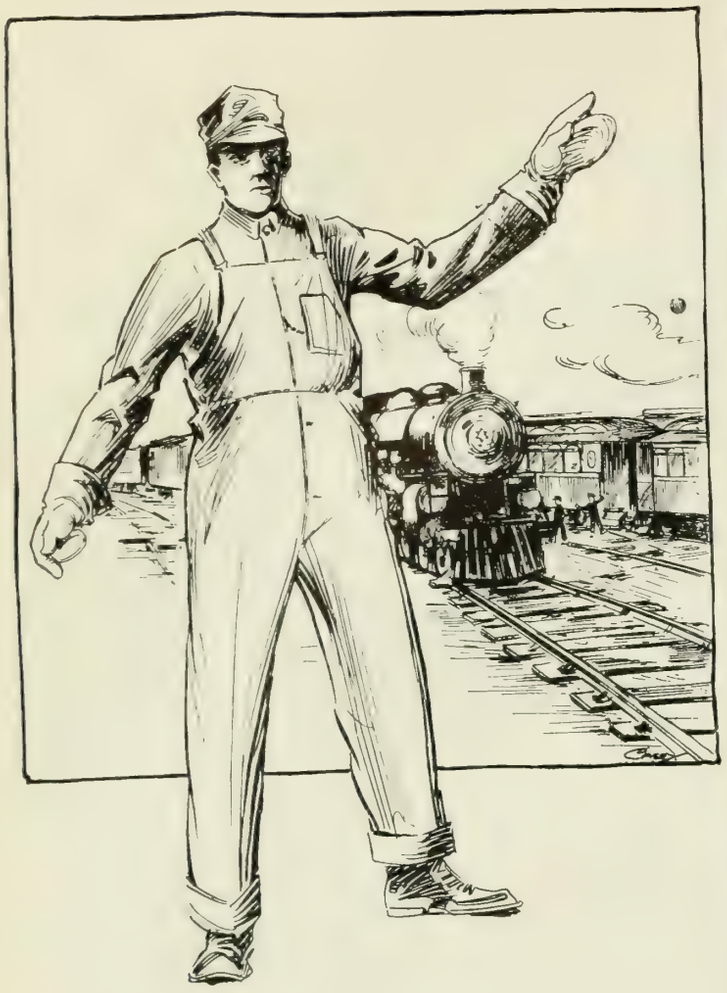
WE RECOMMEND the purchase of our 75c lines—the President, Texend, Duplex, Bull Terrier, Kady, Whiz, etc., which we guarantee to have the old standard of quality—but we offer these substitutes for those who want the best obtainable to sell at the old retail prices.

Look these lines over and note their selling value.

The Dominion Suspender Co., Ltd.

NIAGARA FALLS, CANADA

If interested, tear out this page and keep with letters to be answered.



The dependability of

"STAR BRAND" OVERALLS

is the big driving force back of their wide-spread popularity based upon a quarter century's experience in the making of overalls that stand the test.

"Prove all things and hold fast to that which is good."

STAR BRAND OVERALLS are built for Railroadmen, Farmers, Mechanics, and everybody that wears good overalls. Now is a first class time to buy. See the STAR BRAND man, or mail your order direct. To delay is poor business.

The J. B. Goodhue Co., Limited

ROCK ISLAND, QUE.

Montreal: 211 Drummond Bldg. Phone, Up. 1129
Ottawa: 76 O'Connor Street Phone, Queen 4103

Made in Black, Blue and Stripe and sold by good dealers everywhere.

Taylor-Made

HERE is a handsome case for your caps. You can keep fifteen dozen in perfect order—the sizes all together—no bother about boxes—no confusion—no difficulty to ascertain exact stock on hand.

Order one by mail to-day on thirty days' trial. If not satisfactory in every way it can be returned at our expense.

Price, $12.50

The Taylor Mfg. Co.

Hamilton Ontario

If Interested, fill out this coupon and keep it for Letters to be answered

Broadway BRAND CLOTHES

for exacting men

UNUSUAL VALUES MARCH, 1918

The Keen Judgment of the Better Class Clothiers

has prompted them to connect with Broadway Clothes—the line of unrivalled styles, unmatchable quality and unbeatable all round excellence.

A glance at this season's showing will make it clear to you why

BROADWAY CLOTHES

are such easy sellers.

The materials are really remarkable considering the prevailing market difficulties while the designing and the tailoring are such as will do honor to the "Broadway" standard and win prestige for the Broadway dealer.

Ask us to submit you the complete Broadway proposition. Do this before you place your next order. Write, phone or wire now to

RANDALL *and* JOHNSTON

LIMITED

TORONTO

The all round excellence of the BACHELOR SUIT

—the pleasing style and the wonderful *guaranteed* wearing quality—is a direct result of 50 years' experience in the making of quality clothes for men—clothes that any man would be proud to wear—at prices that any purse can afford.

Your own appreciation of values will, upon examination, force you to admit that the BACHELOR SUIT is the biggest and the livest selling line of Men's Suits on the market.

And the Bachelor Suit is *guaranteed*. Mark that! The only guaranteed line of its kind selling to-day.

Full investigation will show you that the Bachelor Suit Proposition is well worth connecting with.

Send us a postcard for full particulars.

The Bachelor Clothing Co.

Limited

SHERBROOKE - QUEBEC

THE BACHELOR SUIT

SPECIAL

The Superior Value in this Bachelor Special is the result of a half-century of experience. The fabric is cold water shrunk and hand fit and style.

BACHELOR GUARANTEE

Should this garment fail to give satisfactory wear, it may be returned to the retailer, who will make full and fair adjustment. tailored, assuring permanent shape.

(Signed)

The Bachelor Clothing Co.
Limited.

LOOK FOR BACHELOR'S FRIEND IN COAT POCKET.

THE GUARANTEE

If interested, tear out this page and keep with letters to be answered.

Set a new record in your boys' department by featuring the 1918

"Wearbetter" values

"The Suit with the Guarantee"

The big importance of the Boys' trade is too well known to you to require further emphasizing.

Wearbetter Suits displayed in your store will be a mighty big means of getting you your proper share of this trade.

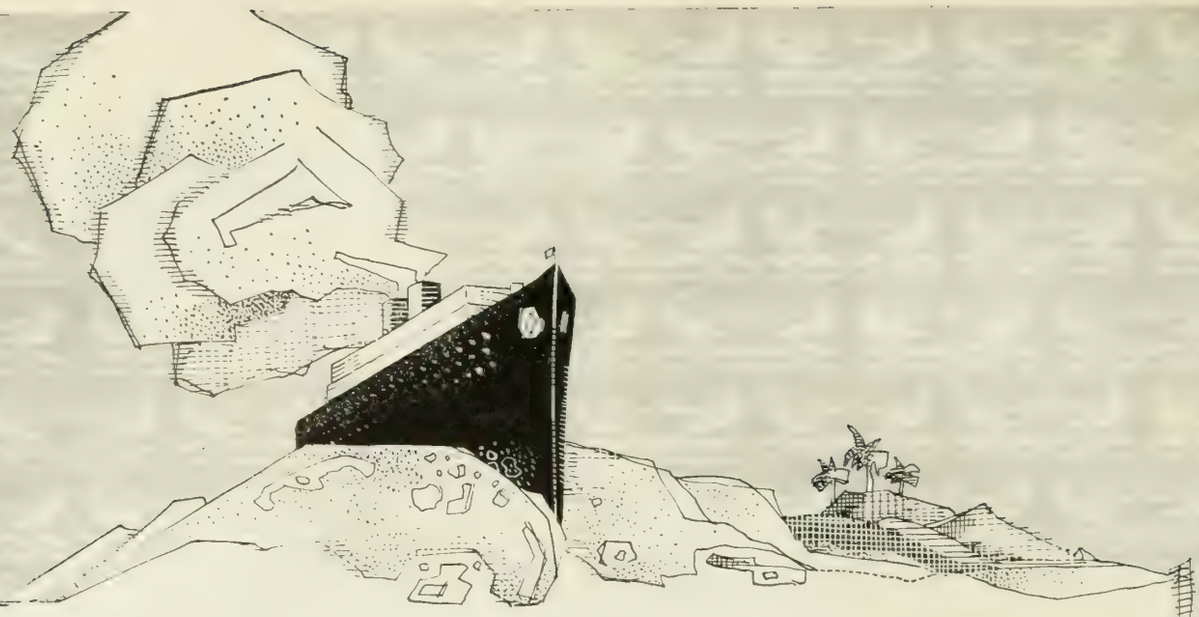
Every suit is tailored with a style and a finish that will satisfy the most particular boy or the most hard-to-please parent.

And apart from the good, wide profit margin on every sale the confidence in your business thus created will mean much more to you *eventually* —for the boy customer of to-day is the man customer of to-morrow.

Make your boys' department really worth while this year with "Wearbetter" values.

WALTER BLUE & CO.
LIMITED
SHERBROOKE, QUE.

If interested, tear out this page and keep with letters to be answered



PALM BEACH

Chaotic times will not affect the standard goodness of PALM BEACH CLOTH. BANK ON THAT!

"*How much is real—and will it back my long fought-for reputation?*" Conjecture and uncertainty may fill your mind when you select a pattern for your "Worsted" or "Woolen" line—

But PALM BEACH calls forth no doubts. It is a law of purity unto itself. Strong—durable—lasting—its construction today is the same as that which won the Genuine Cloth its place *at the top*, many years ago.

Perhaps these years have shown us how to better it and make it more deserving—but fundamentally, PALM BEACH IS PALM BEACH—uniform, reliable, inimitable.

Be sure you stock the Genuine. The registered trade-marked label sewn in the coat is your safeguard.

THE PALM BEACH MILLS

GOODALL WORSTED CO. - - - SANFORD, ME.
A. ROHAUT DEPT. - - - SELLING AGENT
220 FOURTH AVENUE - - - - - NEW YORK

This Label should appear in every suit made of Genuine Palm Beach.

This Label should appear in every suit made of Genuine Palm Beach.

Palm Beach

THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.

FLATO

If interested, tear out this page and keep with letters to be answered

Complete your Fall and Winter Offerings with AVENUE BRAND CLOTHES

For Boys

Juvenile and Boys' Suits and Overcoats. Big Boys' First Longs.

The completeness of this line, the Smart, Up-to-the-Minute Models, the Quality of the Fabrics and the Remarkably Low Prices—these are the points that make this new AVENUE BRAND showing one of the very strongest we have ever assembled.

We bought our cloths and trimmings before the prices soared.

So attractive, indeed, are these values that no good dealer can afford to miss examining them, particularly now when the boys' good-will and the securing of his custom are more than usually worth while.

We have specialized in Boys' Clothing for years and are noted from coast to coast in Canada as the makers of *Boys' Clothes that "Sell"* at a big profit for the retailer and every satisfaction to the wearer and the mother of the wearer who "foots the bill."

Our travellers are at your service and can arrange to call any time you say with a full showing of Avenue Brand. A post-card will do it.

None Better—
None Quite so Good.

The W. J. Keens Company, Limited

Successors to C. M. Gilchrist & Co.

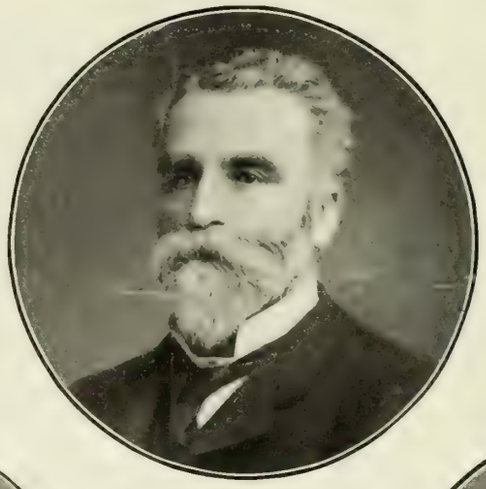
WHOLESALE CLOTHIERS

185 Spadina Ave., Toronto

Phone Adelaide 4168-4169

If interested, tear out this page and keep with letters to be answered

Let's Get Acquainted



S. G. KITCHEN
President

C. E. KITCHEN, Manager

J. F. KITCHEN, Secy.-Treas.

The success of any business largely depends upon the personal element. We feel that we owe the greater part of our success to the unremitting personal service given to our customers. We aim now and always for Satisfaction in every Transaction.

We want the acquaintance of every Men's Wear Dealer

and we want him to investigate the many advantages of selling *"Railroad Signal"* Overalls and Shirts.

To many their customer-pleasing, profit-making qualities are too well-known to need emphasizing, but to those not yet acquainted we would suggest a trial order immediately.

This year, when good overalls and work shirts will be in big demand, you will make no mistake in stocking and recommending *"Railroad Signal"*—the line that gives your customers the *"Right-of-way to Comfort."*

THE

Kitchen Overall & Shirt Co., Ltd.

BRANTFORD, ONTARIO

Factory BRANTFORD Show Rooms and Stock Rooms TORONTO, 279 College Street

RAILROAD SIGNAL

If interested, tear out this page and keep with letters to be answered

View of New Modern Factory of Kitchen Overall & Shirt Co., Ltd., Brantford.

When the demand for "Railroad Signal" Overalls and Shirts kept on increasing

we were forced to locate a more commodious factory where with every modern facility and a staff of 300 operators we could continue to give the trade the best service as well as the best overall.

We are pleased to announce that we are now installed in our new home, fully equipped in every respect to handle all orders promptly and expeditiously.

THE

Kitchen Overall & Shirt Co., Ltd.

BRANTFORD, ONTARIO

Factory: BRANTFORD Show Rooms and Stock Rooms: TORONTO, 279 College Street

RAILROAD SIGNAL

If interested, tear out this page and keep with letters to be answered.

From the standpoint of appearance

The Arlington Challenge Brand Collar compares so very favorably with the newly-laundered linen collar that men who pride themselves upon the correctness of their dress now wear this linen-like cleanable collar regularly. Then of course there is an army of men to whom such an economical collar is a necessity. And there's an Arlington shape to please every taste and a size to fit every neck. Are you an Arlington dealer?

The Arlington Co. of Canada

Limited

76 BAY STREET, TORONTO

If interested, tear out this page and keep with letters to be answered.

Put Your Hat Business on a High Level

The man who handles high-class hats--getting a proper price for these--is the merchant who is overcoming present day difficulties. His profit on each sale is larger than ever; the satisfaction he gives his customers the best.

Mr. Dineen has, throughout the war, continued his regular trips to Europe, and we have been able to keep up all our deliveries. On his recent trip, from which he has just returned, Mr. Dineen covered next season's requirements so that we can guarantee your Christy Hats and prompt delivery of these.

Our stock of Christy Hats on hand has been kept up, and inquiries for immediate deliveries will receive prompt attention.

Travellers are starting out early in March, covering Canada from Halifax to Vancouver. If we do not usually call upon you, write us direct for appointment.

ANSLEY DINEEN CO., Limited

52 Wellington Street West
TORONTO

If interested, tear out this page and keep with letters to be answered

"VICTORY"

"A bold new type for the young fellow"

Note the flexible points, which enable the collar to lay on the shirt, preventing holes being worn.

This distinctive style has everything in its favor to make it the collar for spring and summer, 1918.

Ready for delivery March 20th to April 1st.

Sizes 13 to 17½. Quarter sizes 13¾ to 16¾, inclusive.

TRADE W.G.R. MARK

The Williams, Greene & Rome Co., Limited

KITCHENER, ONTARIO

"The excellence of the product has established the brand"

If interested, tear out this page and keep with letters to be answered.

Zimmerknit Window Trimming Suggestion No. 2

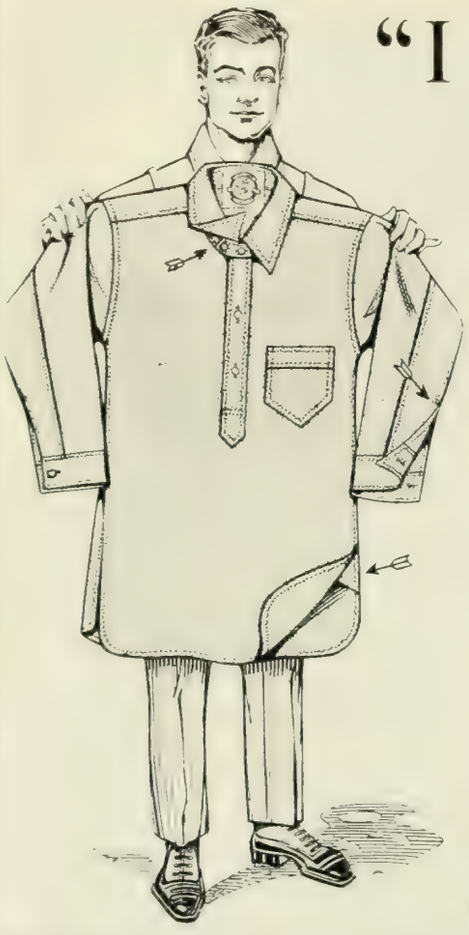
ZIMMERKNIT

A Bathing-Suit Window-trim prepared by Mr. W. G. Moir, President of the Canadian Association of Display Men, as a suggestion to Zimmerknit dealers. Green silk plush is used as a flooring, and the standards are backed with gold paper.

A hot Summer always follows a cold Winter according to the weather prophets, and Bathing Suits will be in active demand. Zimmerknit Bathing Suits are unusually attractive in design. The material and workmanship are of the quality that has made the trade-mark "Zimmerknit" synonymous with excellence.

Zimmerman Mfg. Co., Limited, HAMILTON CANADA

If interested, tear out this page and keep with letters to be answered.



"I want another like it"

"I've worn this shirt for a year; have had it washed every week and it's practically as good as new yet. I want another like it."

That's what the wearer of Arm and Hammer Brand Blue Cambray Shirt No. 837 said to an Ontario dealer recently. And this case is no exception. Every day everywhere the merits of Arm and Hammer Brand Work Shirts are winning the wearers' appreciation and bringing better business to the dealers stocking them.

Here are a few reasons why they like Arm and Hammer Shirts:

1—Extra generous size.
2—Double stitching of all seams.
3—Extension neck band.
4—Reinforced at all points subject to hard wear.
5—Good quality buttons.
6—Reinforced pleats and button stays.
7—Arm and Hammer Brand standards of workmanship and materials.

The J. A. Haugh Mfg. Co., Ltd.
Toronto, Can.

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J.A. HAUGH MFG. CO. LTD.

THE
LACE GOODS CO.
LIMITED
64 Wellington Street W. - TORONTO

The Handkerchief House of Canada

We specialize in Handkerchiefs of all kinds for future and immediate delivery, and we draw your special attention to the following men's lines:

Khaki Handkerchiefs, plain or mercerized finish.
Linen Handkerchiefs, all prices, to sell from 25c up.
Lawn Handkerchiefs, hemmed or hemstitched, all grades.
Colored Bordered Lawn Handkerchiefs, plain or mercerized finish.
Linen Initial Handkerchiefs.
Lawn Initial Handkerchiefs.

Our "LACO" Packet contains two soft-finish lawn handkerchiefs ready for use, perfectly sanitary. Sell 25c packet.

THE
LACE GOODS CO.
LIMITED

STOCK THESE
SCARCE GOODS
The demand is big and growing

English Cashmere Socks, black, khaki and white ..... $6.00 to $8.00
Khaki Ribbed Wool Socks ... $5.50 to $10.50 doz.
Heather Ribbed Worsted.. $4.50 to $6.50, $8.00 doz.
Khaki Vests, brushed $30.00
Khaki Sweaters, with collar $40.00
Woolen Gloves ..... $7.50 and $9.00

Easy Selling British Goods

We are Canadian agents for: Young & Rochester Shirts, Neckwear, Dressing Gowns, House Coats, etc.; Tress & Co.'s Hats, Caps, Straws, Service Helmets and Military Caps. We stock "Emcodine" and "Glengardeau" Trench Coats and Aquatite Raincoats.

For outfitting your soldier customers we supply
A Full Line of Military Goods

For C.E.F., R.F.C. and U.S. Army Officers and Cadets.
We carry complete lines: Fox's Puttees, "Ivy" Puttees, $15.00 doz. Trench Coats, Aviation Helmets, Spurs, Crops and Whips, "Soldier's Friend" and other Polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Shiekers, Caps, and Khaki Socks.
English Leather Leggings, Sam Brown Belts, $4.50. Badges for all ranks.

Wreyford & Company
Wholesale Men's Furnishers and Mfrs.' Agents. Military Outfitters
85 King Street West Toronto, Canada

If interested, tear out this page and keep with letters to be answered

A Big Customer

The Working Man,

big in body and heart, is big also in needs and in ability to have these filled

Carhartt's OVERALLS

draw this man like a magnet. He wants line with the guaranteed ticket.

Also he wants

Khaki Work Pants

Cottonades

Corduroys

and

Work Gloves

(in Sheep, Splits and Horsehides)

Boys and Women are workers too, so stock

FOR BOYS

Khaki Knickers and Allovers

FOR WOMEN

Khaki and Galatea Allovers and Slipovers

HAMILTON CARHARTT COTTON MILLS LIMITED

TORONTO UNIT

TORONTO VANCOUVER LIVERPOOL MONTREAL WINNIPEG

If interested, tear out this page and keep with letters to be answered.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

Monarch Travellers

are now showing the complete Nineteen-Eighteen range of

Knitted Coats
Muffler Sets
Fancy Knit Goods

Our new range surpasses all previous efforts in the production of knitted goods that excel in Style, Quality and Workmanship.

Your inspection of the complete range is invited.

HOSIERY
Monarch-Knit Hosiery

To produce Hosiery of good quality and good fit is our first consideration. This being accomplished, it is our aim to make "Monarch" the buy-word for Hosiery in every household in Canada.

Monarch Hosiery advertising in leading Canadian magazines and periodicals is considered to be the most attractive and effective ever issued in Canada.

The Canadian public are being acquainted with Monarch-Knit Hosiery—by linking up your selling efforts you take full advantage of our introductory work.

Our travellers are now showing the complete range of samples in Silk, Mercerized, Cotton, and Cashmere for Men, Women and Children.

The Monarch Knitting Co.
LIMITED

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc.
Also Hand Knitting Yarns suitable for Knitting Socklers' Sox, etc.

Dunville, Canada

"Monarch Knit Hosiery Family"
"Registered"

If interested, tear out this page and keep with letters to be answered

Giving your customer the most for his money

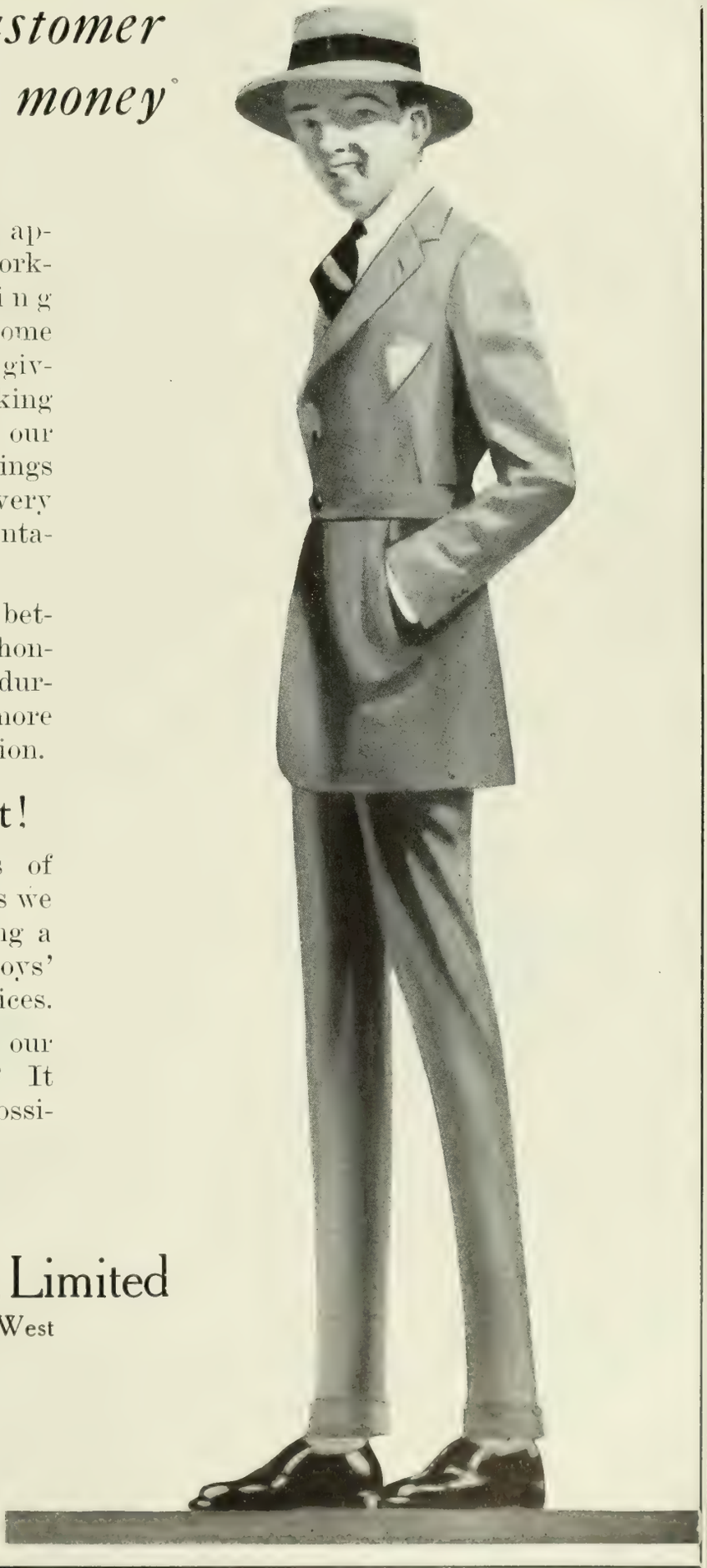
Giving him the good appearance, the fine workmanship, the sterling clothes, and the handsome trimmings—in short, giving him better looking clothes—this is what our Fall and Winter offerings make possible for every one of our representatives.

Nowhere can you find better designing, more honest tailoring, more enduring good looks or more solid clothes satisfaction.

Announcement!

To meet the wishes of many of our customers we are now manufacturing a high-grade line of boys' clothing at popular prices.

May we show you our complete assortment? It is full of big sales possibilities.

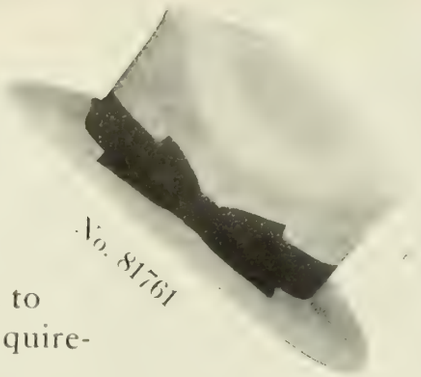


Union Clothing Co., Limited

285 Notre Dame Street West

MONTREAL

If interested, tear out this page and keep with letters to be answered



We urge you to cover your requirements in

PANAMA HATS NOW.

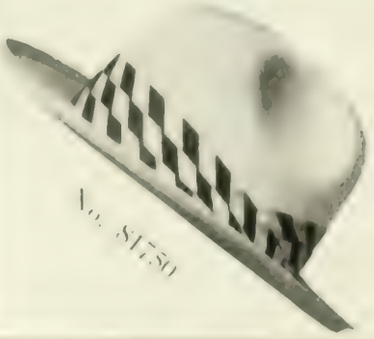
The

"MONARCH" RANGE

in felt hats is in every respect up to the high standard which the trade has grown to expect from it.

A trade-mark that has stood the test of years.

L. Gnaedinger, Son & Co.
90, 92, 94 St. Peter Street - MONTREAL



Quality Hats

DO NOT WASTE FOOD

and

DO NOT MISS
the opportunity of seeing

THE

"Davis Storm Resista"

Waterproof Coats for 1918

Now being shown throughout the Dominion

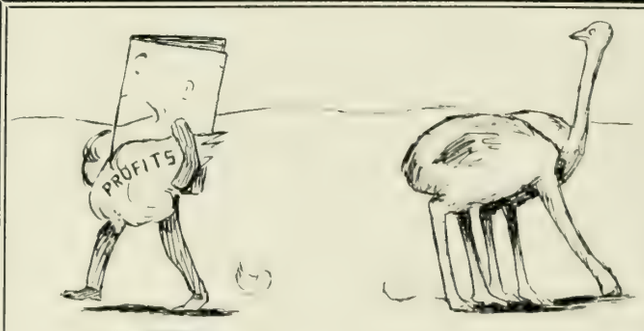
HIGH GRADE MERCHANDISE

Up-to-date styles for
MEN AND WOMEN

Manufacturers

H. E. Davis & Co.

117, 119 and 121 St. Henry Street
MONTREAL, CANADA
TELEPHONE MAIN 5445



The profits are for the merchant who is quick to appreciate a good thing.

GOVERNOR FASTENERS

on boys' knickers are one of the recognized good things of to-day.

A wonderful convenience, secure, pliant and easily adjusted.

Once worn, always worn,—every pair helps to sell another.

Don't bury your head in the sand to this opportunity. Insist on GOVERNOR FASTENERS on every pair of knickers you buy.

The Governor Fastener Co.
of Canada, Limited
46 St. Alexander Street, Montreal

If interested, tear out this page and keep with letters to be answered.

Ballantyne Knitted Wear *for* 1918

SNAPPY Original Styles plus Quality, Material and Workmanship combine to make this new Ballantyne range the most attractive assortment of knitted goods ever offered for your approval.

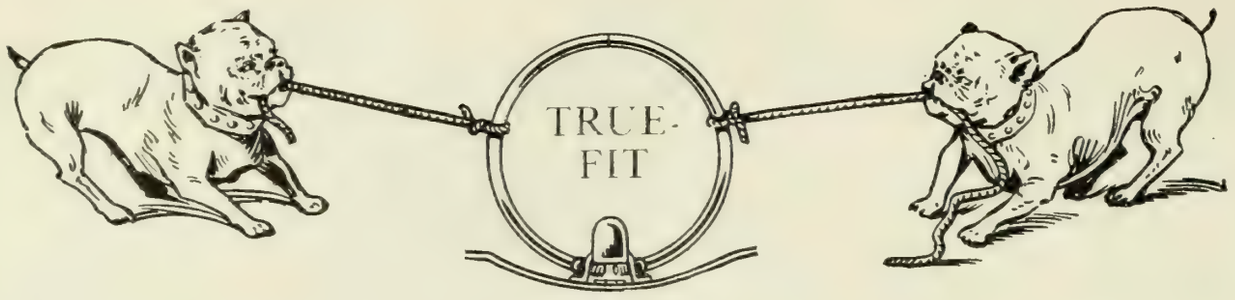
THE Ballantyne travellers are now out with a full range, including Sweater Coats, Caps, Mitts, Gloves, Hosiery, Toques, Mufflers and Jerseys.

SEE these novel productions and you'll realize what selling certainties they are.

R. M. Ballantyne
LIMITED

Stratford Canada

If interested, tear out this page and keep with letters to be answered.



Stand the Wear-and-Tear

True-Fit Dependable Double Texture Waterproof Coats stands the wear-and-tear in such a manner as to give universal satisfaction.

Many wide-awake retailers are aware of this, seeing an opportunity for *present profit* and *future satisfaction* —an opportunity to sell the best *all-round* Weather-proof Coats on the market, thereby attracting and holding the best custom.

TRUE-FIT BRAND WATERPROOF. TRADE MARK REGISTERED TRUE FIT SW&Co. GUARANTEED TO STAND ALL CLIMATES

To-day it is *one thing to buy goods and another to get prompt deliveries.* In this you have the double advantage of our *big English supply house* and our *own well-stocked factory in Montreal.* This enables us to guarantee deliveries for Spring.

We are sole agents for Canada for the

AQUATITE BRAND

Gentlemen's Yarn-proof Coats and are also in a position to book orders for im-port or immediate delivery from stock.

Travellers will be out shortly with a complete range of fashionable and dependable goods.

Samuel Wener and Company, Limited

SOMMER BUILDING ∴ ∴ MONTREAL

It is advised that all the page are kept full letters to be mailed.

Peck's

The very best argument

in favor of Peck's Clothing is a sincere inspection of our Fall assortments.

Fabric value and fine tailoring that will appeal to the best dressers in your town is what we offer.

An examination will convince you.

Our representative will be glad to arrange a call.

John W. Peck & Co., Limited

MONTREAL WINNIPEG VANCOUVER

If interested, tear out this page and keep with letters to be answered.

WHERE TO BUY

ANYTHING AND EVERYTHING

IN

MEN'S FURNISHINGS

For Easter For Sorting For Fall

SHIRTS FOR EVERY PURPOSE

Working, Athletic, Dress,

Produced, Marketed, Guaranteed

BY

Our Own Factories

UNDERWEAR FOR ALL NEEDS

WOOL, CASHMERE, LISLE, NAINSOOK,

Etc., Etc.

SWEATER COATS, OVERALLS, SMOX, SUSPENDERS, HALF HOSE, GLOVES, COLLARS, TIES, OF EVERY DESCRIPTION.

EVERYTHING IN MEN'S FURNISHINGS

Alphonse Racine, Limited

60-80 St. Paul Street West, Montreal, Canada

Sample Rooms:

Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S.

Factories:

Beaubien Street, Montreal, St. Denis,
St. Hyacinthe.

Registered Trade Marks "Racine," "Hero," and "Strand" Shirts. "Life Saver" Overalls, "Samson" Pants. "Record" Sox. "Protector" Sweaters.

If interested, tear out this page and keep with letters to be answered

Go after the Soldier's trade

MILLER'S
WALKING BREECHES
FOR
SOLDIERS
All Ranks can wear them in England and at the Front
Buy a pair NOW before you leave they will match your Tunic and cost you less
COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

IT'S a trade worth getting. The new Canadian Tommy will be a customer worth securing. He has got plenty of money — generally speaking—and he's going to spend it on natty Walking Breeches, Puttees, Haversacks, Tunics—and the hundred and one other lines that catch his fancy or that he feels he requires.

The Miller Walking Breeches

is one line in particular that sells on sight to every man in khaki. It is neat and good-looking—a line to feature constantly. Ask us to send you a sample assortment and our sales-pulling show card shown above. Our Puttees, Tunics, Slacks and Haversacks are all first-class selling lines. Ask to see them.

For Your Summer Trade You Need

Miller-Made Palm Beach and Summer Weight Clothing

These are now ready for shipment. We feel very confident of your approval, and we feel sure that as regards style, fit and finish these summer lines are sellers—and then some.

When you need stocks of Tweed Pants, White Duck Pants, Lustre Coats, Duck Clothing, Flannel Pants, Khaki Pants, Boy Scout Uniforms, Work Suits, and all specialty clothing

Ask us

The Miller Manufacturing Company, Limited

Makers of the Famous Miller Breeches

44 York Street - - Toronto

If interested, tear out this page and keep with letters to be answered

Place your order with

Wolthausen

By doing so you assure yourself of satisfaction both in sales and deliveries.

Travellers now out with a complete range.

Don't put it off

The Wolthausen Hat Corporation, Limited

BROCKVILLE, CANADA

MONTREAL
Mappin & Webb Building

TORONTO
28 Wellington Street West

If interested, tear out this page and keep with letters to be answered.

Foresight

Permits us to ASSURE YOU that we have sufficient suitings and overcoatings of the newest and most distinctive designs to cover the requirements of the trade for FALL, 1918.

"Good Clothes"

The styling of our models, while not glaringly unusual, represent in fit and finish the best in men's fashions.

Our representatives are now on their respective territories.

New swatches will go out from time to time as cloth becomes available.

B. Gardner & Co.

Makers of "Good Clothes"

85 St. Catherine St., West

Montreal

Here's a good one for your Boys' Shirt Department

A WELL-MADE, stylish and neat-looking Boys' Shirt Waist with Sport Collar. The very thing to develop your sales of juvenile lines and secure for you a large slice of the profitable boys' wear trade.

Lang Shirts are known everywhere as representing a standard of style and quality that is hard to equal. This Boys' Shirt Waist is a Lang creation and it is a worthy member of a family of popular big value Shirts.

Make your Boys' Department really profitable this year by showing and recommending this attractive Summer line for the little fellows.

Look it over anyhow. Send for samples to-day and judge for yourself.

The

Lang Shirt Company, Ltd.

Kitchener, Ontario

If interested, tear out this page and keep with letters to be answered.

The label that has made Canada famous for its reliable clothing.

BUSINESS NOT USUAL

Clothing Business Decidedly UNUSUAL

With raw materials advanced from 200 to 300% it is most *unusual* to sell the finished garment at an advance of 35% to 40% over pre-war prices—and yet such is the *unusual* and extraordinary fact.

The cause and effect are obvious.

The merchant who continues to do his buying on the "usual" terms does not get all the clothing values his money should purchase.

The buyer who is guided by fabulous and fictitious discount does not always get all that is coming to him.

Our stock of cloth and trimmings (including Fur Collars) is well assorted, and complete. We offer our product to the trade on the same basis as we bought, i.e.,—for cash, or its equivalent.

Our range of Overcoatings and Suitings comprises the pure wool fabrics bought in 1914 and 1915.

Designed by and made under the personal supervision of Designer Geo. A. Evans, in our *"Progress"* Tailory—we are offering to the trade the best range of Clothing made in Canada at a slight advance over pre-war prices, but at an enormous reduction from what the present cost of raw materials would warrant.

Our travellers are now on their respective territories with full range for immediate and Fall, 1918.

We bespeak your inspection.

H. Vineberg & Company, Limited

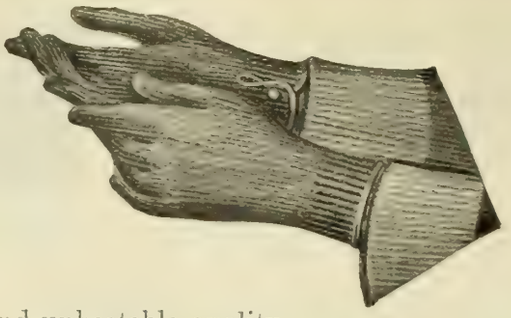
Cor. St. Lawrence Boulevard and Duluth Ave. - MONTREAL

If interested, tear out this page and keep with letters to be answered.

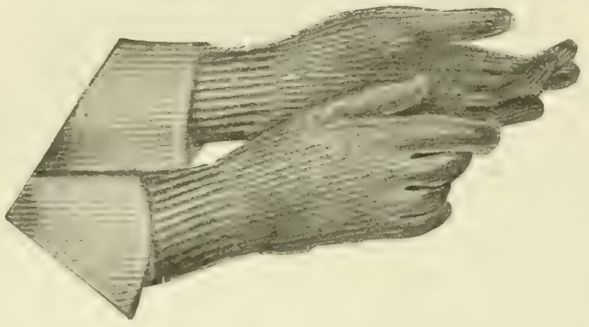
Ready now—for your approval

AVON-KNIT

1918 Range



This is an assortment of unsurpassable style and unbeatable quality. And the prices, based on materials bought below the present market values, are particularly attractive.



Early ordering is therefore advisable. And early ordering guarantees prompt deliveries.

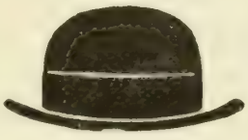
Have our traveller call with a complete showing of Avon-Knit values—the kind that sells.

Mitts, Gloves, Toques, Hosiery, Sweater Coats, Mufflers, Skating Sets, Children's Suits, etc.

AVON HOSIERY, LIMITED

Stratford, Canada

Richard L. Baker & Co., 100 Wellington Street West, Toronto, Selling Agents



CASH FOR OLD HATS

We will buy in all your left-over hats for spot cash.

SOFT HATS
STIFF HATS
FUR HATS
WOOL HATS, Etc.

All Sizes, Colors, Shapes, Materials.

The sooner the better.

Go through your old stocks and ask for our list of prices on any you want to convert into cash.

Dubrule Mfg. Company
164 McGill St. MONTREAL

FOR THE MILLIONAIRE

Made in Canada

"Everyman's" TRADE MFD BY DAVIS BROS MARK

For Canadians

FOR THE MILLION

Real Trouser Values

You cannot connect with a better trouser assortment or one more calculated to win you increased trade and customer confidence than the values we now offer you in

EVERYMAN'S

—the trousers for the millionaire and the million

Fancy striped worsteds, serges, tweeds, corduroys, etc.—all are included, and every style is available.

Ask us to send you samples and prices before buying your new stock. Our values are convincing.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

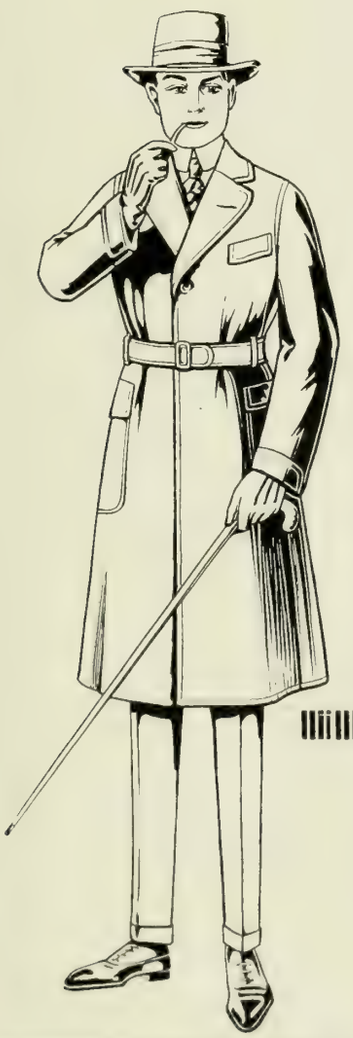
Makers of full range of Men's Pants and Boys' Bloomers

It interests, tear out this page and keep with letters to be answered.

In Suits or Overcoats our values this year are phenomenal

Judicious buying at market rates far below present prices have made possible this suit and overcoat offering.

The splendid woollens used in these garments, the tasteful designing, the fashionable tailoring—all combine to create a selling argument strong enough to keep the dealer's stock moving briskly and at **a good wide profit.**



If you appreciate selling out-of-the-ordinary values—if you are out to get more trade and to hold it — you should arrange now to see the Imperial Clothing Traveller.

He can call at your convenience, or maybe you'd prefer to write us for complete line of samples.

A stock of Blue and Grey Serges always on hand for sorting. Do not fail to see our range of Trench Coats for Fall.

Imperial Clothing Mfg. Company

217 Richmond Street West - TORONTO

If interested, tear out this page and keep with letters to be answered

A guarantee of Glove Perfection

Look for this mark on the Fastener

Everything in Men's Gloves for FALL 1918

Our travellers are now on their respective territories with a complete range of samples for Fall, including all the newest as well as the staple styles. They are showing Lined and Unlined Gloves in Capes, Suedes, Mochas and Buckskins, also a complete line of Motor Gauntlets, in Gloves and Mitts. An inspection of these goods will convince you that the Acme Line holds unlimited sales possibilities for you.

GLOVES FOR EASTER TRADE

Cover your requirements now, while we are able to give you immediate delivery on Men's Gloves in Prix Seam, and Half Pique Sewn, in Suede, Chamois, and Washable Capes, the latter include all the newest shades, such as Newport, Battleship Grey, and the staple shades of Tan

Order quickly while stocks are complete.

ACME
TRADE MARK

ACME GLOVE WORKS, LIMITED
MONTREAL

If interested, tear out this page and keep with letters to be answered

FASHION-CRAFT

Rainbury

RAIN Proof

Utility Overcoat

All Weather—All Season

Overcoats

All Weights and All Waterproof

FASHION-CRAFT

Specialty for 1918

Range of models and samples for Fall and Winter now complete, showing variety and exclusiveness in men's highly tailored clothes, which will convince the dealer who sees the line that he should handle Fashion-Craft if he desires the best results.

Agencies open where not already represented.

Fashion-Craft Mfrs. Limited

Montreal, Que.

If interested, tear out this page and keep with letters to be answered

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE REG'D.
HIGH GRADE UNDERWEAR

Satisfy particular men with

MAPLE LEAF BRAND

and

Dr. Neff's Sanitary Underwear

Comfort fitting, well finished, durable these two excellent lines of underwear will boost your sales and satisfy your customers.

Why take chances on the quality of the underwear you sell? Maple Leaf Brand and Dr. Neff's Sanitary Underwear will live up to your strongest recommendation.

Let your next order be for "Maple Leaf" and "Dr. Neff's" Sanitary Underwear.

Thos. Waterhouse & Co., Limited

INGERSOLL, ONTARIO

Ask your wholesale houses for these particular brands sold only to the jobbing trade

Stifel's Indigo Cloth

Standard for over seventy-five years

For Men's

Overalls, Jumpers and Uniforms

and

Miss Stifel Indigo

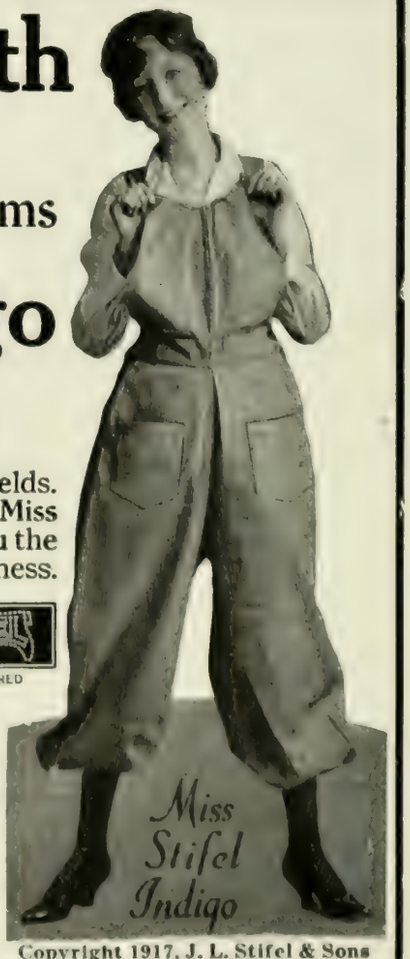
the kid glove finish cloth for women's

Overalls and Work Clothes

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the women's work garment business.

Manufacturers, Dealers, look for the boot trade mark on the back of the cloth when buying—it's your guarantee and your customer's guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

STIFEL'S REGISTERED



J. L. STIFEL & SONS

Indigo Dyers and Printers WHEELING, W. VA.

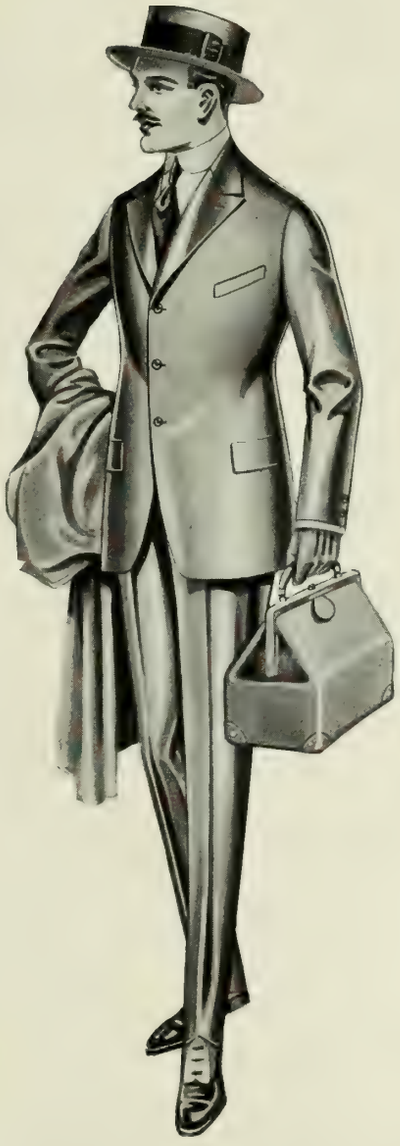
NEW YORK	260-262 Church St.	BALTIMORE	Coca-Cola Bldg.
PHILADELPHIA	1033 Chestnut St.	ST. LOUIS	928 Victoria Bldg.
BOSTON	31 Bedford St.	ST. PAUL	238 Endicott Bldg.
CHICAGO	223 W. Jackson Blvd.	TORONTO	14 Manchester Bldg.
SAN FRANCISCO	Postal Telegraph Bldg.	WINNIPEG	400 Hammond Bldg.
ST. JOSEPH, MO.	Saxton Bank Bldg.	MONTREAL	Room 508 Read Bldg.
		VANCOUVER	506 Mercantile Bldg

Copyright 1917, J. L. Stifel & Sons

If interested, tear out this page and keep with letters to be answered

Clothes Specifically Styled for the Conservative Yet Particular Dresser

This is the Label that the good dressers of Canada look for — which is attached to the pocket of every Fit-Reform garment.



Fit-Reform Model 314

All the capabilities of over a quarter of a century of practical experience; all the art of expert designers; all the skill of master tailors; all the possibilities of fabrics and materials, have been assembled in the development of this popular line of garments for the conservative yet particular dresser.

Coupled with this supreme style, workmanship and value is the added assurance of the FIT-REFORM certificate which appears in the pocket of each and every garment.

Our fall showing will shortly be in the hands of our salesmen.

We are open to make appointments in towns where we are not now represented.

Fit-Reform

E. A. SMALL COMPANY, Limited

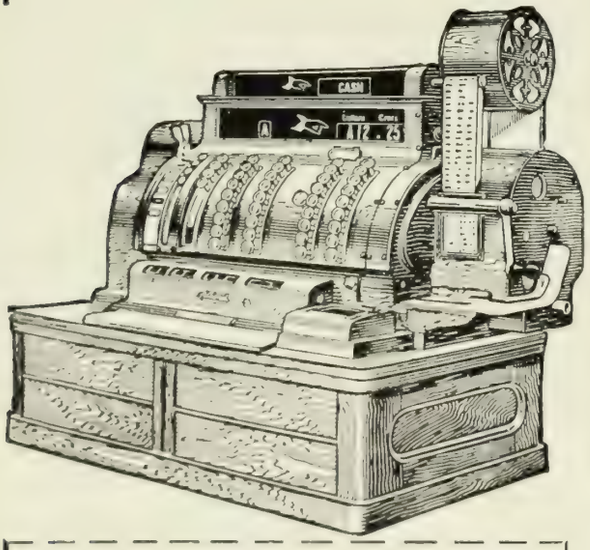
112 BEAVER HALL HILL -:- -:- MONTREAL

If interested, tear out this page and keep with letters to be answered

A Machine that *Saves Time*

No merchant should do the work a machine can do for him

A National Cash Register does 15 important things in 3 seconds. It would take many minutes to do them by hand—yet no merchant can afford to be without the protection and information they give. A National Cash Register—



- Prevents disputes and stops losses.
- Prevents carelessness and forgetfulness.
- Increases the merchant's trade and profits.
- Makes better clerks by showing what each does.
- Saves clerk hire by speeding up sales.
- Protects you against the mistakes of new clerks.
- Lowers costs by increasing take-with sales.
- Gives quick service, and prevents overtime work.
- More than pays for itself out of the money it saves.

The National Cash Register Co. of Canada, Limited, Toronto.

I would like to know how a National Cash Register enforces system in business, how it prevents carelessness, how it stops mistakes, how it would save me money. I understand that this places me under no obligation.

Name .....

Address .....

Business ..... No. of Clerks .....

A demonstration of the register best suited to work your business will prove these statements. Let our salesman show it to you. This will place you under no obligation.

The National Cash Register Co. of Canada, Limited

If interested, tear out this page and [illegible] with letters to be answered

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8 TORONTO, MARCH, 1918 No. 3

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Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

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SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 20 cents. Invariably in advance.

Milne's Neckwear News for March

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WE have enormous ranges.

Foulards at $4.25 in a good, generous shape.

Crepe failles and broche failles at $5.50.

Warp prints at $8.00.

Herewith we illustrate one of our latest arrivals in the crepe faille range.

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50 York Street Toronto

New lines continually arriving. *Always inspect the Milne's offerings*

If interested, tear out this page and keep with letters to be answered

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VIII. TORONTO, MARCH, 1918 NO. 3

FIGHT ON TO RE-LIGHT STORE WINDOWS

Men's Wear Trade Suffers Heavily by Reason of This Restriction — Representation Now Being Made to Sir Henry Drayton—Rent Values Are Threatened by the Measure—General Conditions in the Trade

MERCHANTS *all over Canada have been suffering by reason of the edict forbidding the illumination of store windows. Especially has the regulation caused irritation to the men's wear merchant, for men are notorious window shoppers. A dark store front means a reduction in purchases; means that the "muffler" is on the cash register just at a time when the merchant greatly wishes to step on the "cut-out."*

LIGHTS COMING BACK?

But a word of cheer. Representations are now being made to Sir Henry Drayton, Commissioner of Power, to the end of securing the right to light, at least partially, each store window.

The scheme, which is being brought forward by the Retail Merchants' Association, is to so modify the measure forbidding the use of electricity for window lighting as to allow at least one 60-watt lamp in each window. This, it is held, would take away from the dismal appearance of the store front—would let the passerby know that business was still being done within.

MEN'S WEAR REVIEW *is not in a position to state positively that this modification will become a fact. Opinions which have been secured, however, indicate that the representations of the retail merchants are to be given careful consideration. As the representations carry with them the assurance that the retailers of the whole Dominion are willing to do all possible to effect the saving in power which is said to be necessary, as ways by which the light burned in the window could be more than saved inside the stores are being brought out, it seems reasonable to believe the moderate request will be granted.*

IS THIS A WAR MEASURE?

It may as well be stated that the men's wear merchants feel that they, and other merchants too, are being harshly treated. To the order of the two heatless days little exception was taken, though the selection of Saturday for one of these days was felt to be a grave mistake. Still this order was regarded as a war measure, and so was borne as quietly as could be. Many merchants, however, refuse to admit that the order against electric lighting of windows is a war measure. It is stated by a number that it is an order to help out Hydro, and as proof of this the contention is made that other electric companies could easily supply the power for the windows were they allowed to do so. In Hamilton, for instance, the claim is that the Cataract Power Company have a dynamo which is not working at all at the present time. This company, however, is not allowed to give the power for the window illumination.

UNWISE HANDLING

The trade feels upset at the manner in which the matter has been handled. Merchants have been told they were lucky to have any light at all—that they never needed such illumination as they have been using. This in face of the fact that the Hydro men, in the past, have urged the advantages which would accrue from brilliant windows.

RESORTING TO CANDLES

As with the many many difficulties which have arisen since the commencement of the war, so in this case the men's wear merchants are quietly going about the task of offsetting the hardship as best they may. In the downtown stores of Toronto windows are to be seen faintly illumined with candles. The rush for gas lamps has been so great that the gas companies cannot immediately supply the necessary meters. Many are taking out the backs of their windows to permit light from the store interior to shine through. In St. Thomas the stores are being opened at 10 a.m. and closing at 5 p.m., except on Saturday, when they remain open until 9 p.m. Chatham merchants, too, are closing at 5 p.m., except on Saturday, when the closing is at 9 p.m.

A CHANGE BADLY NEEDED

But all this means unsettlement. It means, unfortunately, lost business, and the sooner a change in this lighting regulation can be brought about the better not only for the men's wear trade but for the country. The suc-

cess of the country after all is bound up with the success of the retail merchant, though this fact seems often lost sight of.

WILL AFFECT RENTAL VALUES

Rent values are likely to be upset by this regulation. What a store is worth depends, of course, on a number of things, but in a general way it depends upon the number of people who will pass the store—who will have a chance to see the goods displayed in the store windows and so be led inside to buy. Hence the greater value of a corner store with its larger window space.

The ludicrous, the sad, feature of the measure is that no limit is put upon the lights which may be burned inside the store. Men's Wear Review has seen places of business with a score or more huge lights burning away in the day time. The lights were going down cellar too, but the deep windows, which required lights to show the goods, were dark. It is a saving on the inside lighting which the Retail Merchants' Association is suggesting, instead of an entire shutting down on window illumination.

A SATURDAY'S BUSINESS LOST

As far as the heatless days go, to which reference has been made earlier in this article, the consensus of opinion seems to be that the extra business secured on the Friday before the shut-down, and on the Tuesday following, about made up for the lost Monday's business. The Saturday's trade—well, that appears to have been trade that was lost. Of course, it may be made up through the weeks that are to come. Experience does not support the hope of this, however. Many merchants would rather lose four week days' business than one Saturday's.

GENERAL CONDITIONS SATISFACTORY

Conditions in the trade—aside from the lighting and heating features—are satisfactory. Buying, on the whole, is rather light, but that is because stocks are heavy, and does not mean that the merchant is not selling a good volume of goods. Moreover, in many lines buying continues heavy, and from what is learned it seems that there will be a general enlargement of orders from wholesalers and manufacturers, for even large stocks go down rapidly with a continuation of good custom.

That wholesalers' business is satisfactory is indicated by a report from one house. In January, 1917, this house sold $46,000 worth of goods. The corresponding month of 1918 showed sales well over the $50,000 mark.

THE MOVE TOWARD DAYLIGHT SAVING

The movement toward a Dominion-wide—a continent-wide—daylight-saving bill is being closely watched by the wide-awake merchant. If that measure comes it is hoped a very considerable notice will be given. Then there will be time for the retailer to advise all his customers, especially his country customers, as to just what this means. No overnight warning such as was given of the heatless days should be tolerated.

Word—given in detail elsewhere—of greater supplies of wool coming to Canada is of importance. This will enable the knit goods houses to plan their work better—to know further in advance what it will be possible for them to do in the way of filling orders for the various lines.

Winning Easter Show Cards

A Working Goods Window That Works

Lesser Bros.' large store, situated on the corner of St. Catherine Street and St. Lawrence Boulevard, Montreal, has exceptional window space. It offers opportunities therefore which are not common.

Not every store, for instance, could give over a good sized window every day in the year to working lines. But the experience of Lesser Bros. indicates that such action is advisable where it is possible, and that where the window space is limited the working man's working clothes deserves window position for a fair percentage of the time at least.

Lesser Bros. have found that playing up overalls, work-shirts, gloves, regularly in the same window has caused that window to be examined regularly. The trims are changed at least weekly, but always this is a display which deals with the needs of the man who works in the hours that he works.

Many direct sales have been traced to the perpetual working man's window. Customers enter the store and ask for a line "like that in the window." They show no hesitation in following the clerk to the basement, where the working men's lines are kept.

Of course, many who come in for working gloves, shirts, overalls, remain to buy a suit of clothes, underwear, etc. But that feature entirely aside the daily working man's window pays handsome dividends.

OSHAWA MEN'S WEAR DEALERS MAKE GOOD

A. N. Ellis, and C. W. Detenbeck Have Achieved Successes Respectively by the Exercise of Good Business Sense and Plain Polite Personality—Panama Hats in Summer Sell Well to the Women

THROUGH the efforts of two enterprising men's wear dealers the ladies of Oshawa have learned to shop where their menfolk go shopping and to buy to good purpose in men's wear stores. As a result of this, there are two men's wear dealers, at least in Oshawa, to whom the word conscription carried considerably less menace from the point of view of turnover in the purely masculine lines.

Women's Trade Well Worth While.

While the proportion of bachelors to married men in Canada was, as it was before the war, very high, men's wear dealers could well afford to neglect the women's trade. But the wisest and most far-seeing members of the men's wear business didn't forget the ladies even before the war. After that memorable August 4th, 1914, there were more men's wear dealers than ever inclined to the opinion that perhaps the purchasing power of the fair sex might prove a mighty good tide-over till the boys came back. And sure enough Miss Canada got busy buying for her boys at the front, and did a good deal of her buying at the men's wear stores, where she found the men behind the counter "nice."

It Pays to Be Nice to the Ladies.

"Make your peace with the women," advises the poet, and that's good advice in the men's wear business this very day. It's A. N. Ellis, men's wear dealer of Oshawa, who knows it. He has no more natural ability for being nice to the ladies than any other well-bred business man, but he just perhaps manages to notice the little things that go so far in the winning of the good graces of the opposite sex in business as well as in the home or at a dance. It's the business aspect of pleasing the pretty people in frocks and frills and little high-heeled shoes that appeals to Mr. Ellis, however excellent the sentimental side may be for the ordinary mortal of the male persuasion. These pretty people have purchasing power. It's a question whether the whole purchasing power of a community isn't pretty nearly all feminine in the last analysis, but leaving that alone, and getting down to plain business, the purchasing power of the ladies of Oshawa has proved well worth paying attention to.

Another Oshawa Dealer Also.

Two businesslike minds in the men's wear trade have the same good idea (with variations, of course) in Oshawa. Besides Mr. A. N. Ellis, C. W. Detenbeck does a decent-sized business with feminine demand as it arises every day in the business year.

An illustration of Mr. Detenbeck's window showing a capital display of ladies' woollen scarves, and cosy woollen caps for winter wear, is given with this article. This shows the advisability of attracting the feminine attention to the goods on sale. Women are natural-born window gazers. They'll spend an imaginary million through plate glass any time the glass has got the goods behind it, and what's better, they'll watch window displays till one fine, never-to-be-forgotten day when they find "a perfect love of" a line with a price ticket on it that comes within the limits of their purchasing power. Then they'll go home and think it over twice—and get to want that article more each time, and then they'll make a bee line for that particular store, looking neither to the right nor to the left on the way, and they'll buy the coveted article and probably be pleased with it forever afterwards **if it has been bought in a men's wear store.**

Quite an Important "If," That One.

Do you know that's an important "if"? Women sometimes regret making a purchase. They do if the goods aren't real value for the money. And woe to the store which by mistake or bad judgment gets the women thinking "poor value" of its merchandise. Goods that aren't worth a great deal anyway must be sold dirt cheap to satisfy the feminine sense. Men don't as a rule buy little-worth goods even when they are cheap, and the men's wear dealer who makes the error of imagining that because women will sometimes buy near-rubbish from a department store at a bargain price they don't know real value when they see it will not build a big business with women.

Why, one of the great assets of the men's wear store in doing business with women is the fact that the women discover that they get man-standards of value there, not cheap goods, but great value for their money every time. A. N. Ellis and C. W. Detenbeck of Oshawa don't make mistakes in meeting the women's trade of their town. Therefore they have met with success.

"Window Display," says Mr. Ellis.

Window display wins the women, suggests Mr. Ellis, by example. His windows are ever attractive to both sexes, but he pays particular attention every now and then to the ladies by means of a special display. Around Christmas time is a good time, and the display material used is of course gifts for the men folks. Any men's wear dealer can do the same. Many do their whole year's business with women just around Christmas, but many use the introduction thus gained as a starter for business with the ladies on seasonable lines all the year round. Wool caps, scarves, silk hose, and gloves are amongst the always good women's lines carried by A. N. Ellis with success. He has a special summer season feature, however, for which his store is rightly renowned.

Ladies' Panama Hats.

Panama hats are so generally becoming, so useful, and so thoroughly suitable a line for a men's wear dealer to stock, that Mr. Ellis just made the discovery of their effective appeal to lady customers as a matter of straight business sense. And he has made a successful feature of meeting the demand of the ladies for first-rate, high quality panama hats every summer for some time. From a men's wear store the girls expect good value, and they get it. They appear to have got the habit of going to Ellis' for their panamas because by a tacit business arrangement C. W. Detenbeck has decided not to be interested in panamas for ladies. He leaves that line to Mr. Ellis. All the other ladies' lines of goods in demand, however, Mr. Detenbeck does handle, and very successfully. In ladies' skating scarves and caps he has made a hit. He is able to report good satisfactory business of late in spite of war's effects on middle class purchasing power, and the withdrawal of young men with good spending power for the army. The draft has arrived and has had its effect, but both Mr. Ellis and Mr. Detenbeck are equal to the situation, and their attention to the feminine side of the community accounts for some of their prosperity in spite of adverse conditions.

Stimulating the Demand.

To stimulate the feminine demand for goods is not difficult, but it has to be done adroitly and by the quiet power of suggestion and polite persuasion when done personally. Mr. Ellis makes lady customers feel very free to examine his goods, to walk about his store, to have things reached down, and taken to the daylight for them in 'tweenlight times, and goes to great trouble personally to save the ladies trouble. This sort of thing counts. When he is sure of the goodwill of a lady customer he may ask her to bring a friend along with her any time. Many of the ladies like to do so. More business invariably results. Similar methods are made use of by Mr. Detenbeck, with just those tiny differences of personality that every dealer and every customer knows exist. It is impossible for two men to do even the same thing exactly alike, though every man who cares to may learn from the next man in his line, and "it costs nothing to light a neighbor's candle from yours."

Newspaper Advertising Pays.

A. N. Ellis places the credit for his

(Continued on page 46.)

STANDARDS ONLY, OR TYPES, WHICH IS BEST?

A Big Problem of the Ready-to-Wear Clothing Department — Opinions of Retailers and Manufacturers—The Keeping of Records Advisable

IF you take a suit made for a 5 ft. 9 in. man and try to put it on a man standing 5 ft. 6 in., even if e breast measurement of both be the ıme, how can you expect it to fit? If ou shorten the sleeves and trousers the at will be too long, the pockets out of ace, and the vest will serve as a buck- r and shield. And yet this very thing what a large proportion of clothing tailers are trying to do to-day."

A MEN'S WEAR REVIEW represent- ive had been talking to a designer in large clothing establishment and the ove sentence opened a train of thought at led to this article.

Overlook Importance of Sizes

"This is exactly what nine out of ten othing retailers are doing to-day." ontinued the designer. "When they are lacing an order for a bill of clothing ey take a long time to pick out the loths they want; they spend consider- ble thought over the style of the gar- ent, and then they proceed to buy so any size 36, so many 37 and so forth— uying all regular type, and this in pite of the fact that investigations will rove that one man out of three on an

MEN'S WEAR REVIEW man that he went into the matter with a number of clothing manufacturers, designers and retailers and, as in usual in such matters, got a great divergence of opinion.

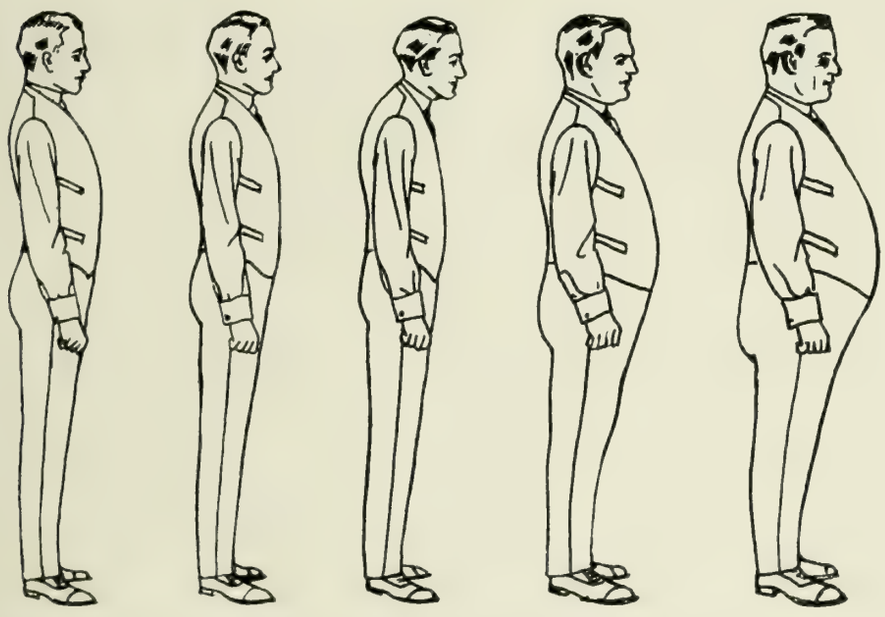
The first man interviewed makes a high grade clothing. He was firmly of the opinion that retailers who did not handle "types" were not in the clothing game right.

Raises Ready-to-Wear

"The ready-to-wear clothing trade will never come into its own until the retailer learns to buy scientifically. Until that time ready mades will always be contemptuously spoken of as 'hand-me-downs.'"

"But will not this mean a big increase in the amount of stock that a retailer would have to carry?

"Not at all, that is to say if he is in the clothing business reasonably heavily as it is. I admit the man with a very small stock cannot go into this right. But the man in any good sized town who goes into the clothing game and handles a representative stock need not increase that stock. If for instance he is buying 25 suits of a line, instead of buying these



This cut serves to exemplify several types of men who may easily have the same chest measurement but who could not be fitted with one type of suit.

verage does not conform to regular tandards.

"I would suggest that every retail lothier keeps a record of his customers or six months and see how many con- orm to the standard sizing of a 40 reast, 37 waist 32 leg and so forth. This record would give him a good idea ow many of his customers are taller han average, how many shorter or how nany stouter."

This conversation so interested the

all regular type, he can buy say 12 regular, 6 shorts, 3 talls, 2 stouts, 2 short stouts. He does not have any more suits but with this he has a better chance to fit 25 average customers coming into his store.

Another Viewpoint

The next designer seen took the opposite view. He felt that the retailer was wise to only buy regular stock and should keep away from types, letting his special order department look after these for him.

In the viewpoint of this party there were but few retailers that could go into handling "types" without increasing their stock considerably, and he added "Nobody wants to encourage them to do that with the present cloth situation."

The next man interviewed was the buyer of the clothing department of a Toronto store where "types" were handled. From his experience this buyer did not see how a man could do a clothing business by just buying regular stock. About one-third of their business, he stated, was regularly done in types and next to the regulars, 'stubbies' or 'shorts' were the best selling type.

From the mass of information collected, MEN'S WEAR REVIEW feels that the following definite matter may be deducted.

Keep Careful Record

The clothing retailer should keep track carefully of his sales, lost sales, and customers, to find out the proportion that he cannot fit with regular type suits; the proportion of these that are short, tall or stout—the number of alterations that are necessary, such as shortening sleeves, trousers and length of coats. The information thus compiled will be valuable in assisting the merchant to decide whether it would be wise to go into handling types or not. This information would also show which types would have the biggest sale. The buyer already spoken of found that there were more short men than any other type apart from the regular. The experience in some localities might show a preponderance of tall men or possibly stout men.

MEN'S WEAR REVIEW has in mind one clothing retailer in an Ontario city of about 25,000 who claimed that they never took a special order and that nevertheless they practically never lost a sale as they could always fit their customer. Needless to say this store stocked all types.

Saving in Bushelling

This clothier also referred to the saving in bushelling that could be effected by stocking types. "A case in point" he said, "might well be mentioned. The other day one of the clerks came up to me and announced proudly that he had just sold another of those $40 suits but that it required a lot of altering. It would be necessary to cut 2 inches off sleeves, 2 inches off trousers and shorten the coat an inch. On investigation, I found that this man was a size 38 breast measure but only stood 5ft. 5½ in. in his stocking feet. The salesman had been trying to sell him a regular type suit although we had shorts in stock in

this cloth. I produced a 38 short and it fitted perfectly without requiring the least work upon it. Moreover the pockets and vest were in the right place, not away down from where they ought to be."

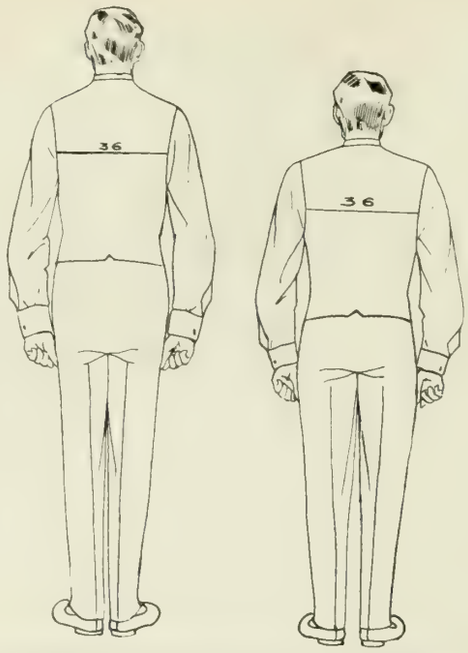
This is an example of the advantage of handling the different types. MEN'S WEAR REVIEW, however, feels that retailers should feel their way in this matter. The investigations and records advised earlier in this article would soon indicate the desirability of going into this strongly.

It may still be good business to leave all men, not of normal figure, to the special order department. But their price figures again and with the present high cost, it is sometimes difficult to get a customer to take the bait. If he could be fitted out of stock for a few dollars less, often a sale would be saved.

What Types Are Needed

"How many types would we have to handle if we went into this?" will be asked. Well there are the following nine that will cover the requirements of any normal business. There are: regulars, shorts, talls, stouts, short stouts, young men's regulars, young men's shorts, men's talls and young men's stouts. There are also semi-stouts and tall stouts but most authorities believe that few sales would ever be lost if these two types were neglected.

Experience is the best guide as to the type to try on a customer when he comes in. Any one will know roughly speaking whether he is tall, short or normal height. The waist measure will be an indication of whether it is advisable to slip on one of the stouts and so on.



Showing the different lines in a short and tall figure.

The whole question is one of great interest to clothing retailers. MEN'S WEAR REVIEW will be glad to hear from any as to their experience along these lines.

OSHAWA MEN'S WEAR DEALERS MAKE GOOD

(Continued from page 44.)

first success with women's lines at the door of newspaper advertising. He ran a number of advertisements on lines calculated to overcome the slight prejudice that sometimes is found to exist amongst ladies new to the idea of entering a men's wear store in a small city. Headlines directed specially to the women readers of the papers were effective. Afterwards the treatment accorded to lady customers when they came to the store and the invitation to them to bring their friends quite overcame the difficulty.

While the ladies' lines are well worth the attention of men's wear dealers as these two Oshawa dealers have profitably proved, the main problems of the men's wear trade have always to be faced. The draft law occasioned a drop in demand for overcoats and hats for a time, but Mr. Ellis finds this passing, as men realize definitely who is actually affected.

Farmers are buying more and better goods than ever before. They have the money and they are not unwilling spenders. Besides the farm is no longer the "hayseed" haunt it used to be considered in way back days. It is an up-to-date business plant for the production of eagerly demanded foods. It has telephone, automobile, electrical and gasoline motor machinery, and a business manager-owner whose boys are as dressy as he likes to be himself. In this fact of farm prosperity men's wear dealers in centres like Oshawa find much to recoup them for falling business due to the departure of the bachelors to Europe, where, though they get through their six suits and then some a year, the suits are khaki and bought by Government contract. But the boys and the men's wear dealers are both "carrying on."

TOWN TRADE VERSUS CITY TRADE

Men's Wear Dealer Gives Reasons For Preferring the Town — Easier to Establish Permanent Connection—Competition Not of the Same Cut-throat Character

MUCH is heard at the present time of the migration to the large cities from the smaller towns and villages. A study of census returns confirms the truth of this as a general thing. It is, therefore, rather refreshing to hear of a city resident who has taken up his residence in a town and who likes the change. Such is the experience of M. J. Deadman, men's wear dealer at Lindsay, Ont., and he is emphatic in expressing his opinions along this line.

Shorter Hours Possible

Mr. Deadman was in the men's wear business in Toronto for a number of years and speaks of the change to Lindsay "as a release from bondage." The hours that it is necessary to devote to business in order to make a living are so much shorter that that in itself is sufficient inducement to have a man leave the city if he is engaged in retailing men's wear. "In Toronto," said Mr. Deadman, "we were at the store every night till 10.30 or 11 and Saturday nights we never went home at all, but considered it lucky if we could lock up by one o'clock Sunday morning. Here in Lindsay we close every night except Saturdays at 6 o'clock and Saturdays at 10 p.m., and in addition during the Summers we take Wednesday afternoons off. I never knew what it was to live before I came down here."

Easier to Increase Business

What is even better, Mr. Deadman finds that it is easier to do an increased volume of business even in the much shorter hours that the doors are open. He believes this is due to a number of reasons, of which, of course, the excessive competition in the city is one of the greatest. During the day-time the large departmental stores, by their bargain sales and special advertising baits, draw the trade down town, and the specialty dealer is largely forced to depend on his evening business. Added to this he has the local competition of a store in his line in every block or so, and owing to the shifting population in a city it is hard to build up a permanent clientele.

A Permanent Connection

This, according to Mr. Deadman, is one of the big advantages of a country trade. "If you become acquainted with your customers in a town like Lindsay," he said, "and treat them right and get their confidence, you will have their trade and have it all, not just the odds and ends that they have not time to run down town for. I have customers that I could not drive away with a club, and I sell them everything from their socks up."

Competition of Service

While admitting that competition in a town like Lindsay was keen and that there were lots of bright merchants out after the business, Mr. Deadman holds that it is not the same cut-throat competition as that of the city. It is, he believes, a competition more of service, of establishing a confidence with your customer, than of meeting every bargain sale price. Then in the cities there is in many places a class of dealers who have never adopted the one price principle of doing business, and this is competition that is felt keenly in so far as the foreign trade is concerned. In the

(Continued on page 53)

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN.

VOL. 8. MARCH, 1918 No. 3

THE first year of the war Canada's revenue, according to the Budget, was $130,000,000. For the first ten months of the present fiscal year it was $208,540,755. There seems to be corn in Egypt yet.

* * *

NOW that the government is getting into the habit of tampering with the tariff they might well bring about a revision or two which would result in certain raw materials being received more reasonably, to the great benefit of many manufacturers and all men's wear retailers and the general public.

* * *

IT IS proposed that the legal cord is made 128 cubic feet. Cutting in two like that will make wood seem cheaper. It isn't possible, though, to cut a suit down the centre to make clothing prices appear what they aren't.

WHEN IS A PROFIT MADE?

ONE thing the war has taught merchants as a whole—that business may be carried on with smaller stocks than were formerly considered necessary. The men's wear trade has learned this in a general way, and yet, with prices continually going up, there has been so much buying to ensure a good stock on hand at a favorable price that the total stocks have undoubtedly been heavier than in other years. In very many cases this is quite legitimate. There is this point to remember, however, that a profit is not a profit until the goods are sold and bring in a larger number of dollars than were expended for the goods. If a man buys a dozen hats at $24 he has not really made a gross profit of $1.00 when he sells one hat at $3.00. He has to sell eight hats at $3.00 before he clears himself. Keeping stocks as low as possible and keeping them turning over often is, generally speaking, the money-making way.

GUARDING AGAINST FIRE

ALMOST daily of late has appeared word of fire bringing loss to some men's wear merchant. At such a time as the present, when destruction of goods is something which cannot be entirely overcome by the expenditure of money, such loss is more than ever deplorable.

The men's wear store is regularly frequented by young men who are smoking pipes, cigars or cigarettes. Many matches are thrown on the floor in many stores. This cannot be prevented in all probability, but care can be taken to see that there is no inflammable material for these matches to get into.

And the insurance should be watched almost daily. With goods at their present high prices it does not take many shipments to make another insurance policy desirable. Better to have a little extra cost for insurance than to have the policies carried when the stocks are heaviest only sufficient for the stocks which are carried at the quieter seasons.

KEEP THE WINDOWS CLEAN

FROM all parts of Canada comes word that the regulation against lighting the store window is doing a great deal of harm to the men's wear trade—not necessarily reducing sales, but making it more difficult to get these—causing the merchant once more to exert himself to find some method of overcoming a difficulty.

Yet, while there is thus evidenced a great belief in the drawing powers of the show window, there is the lamentable fact to be recorded that many merchants are not making their show windows work to the best advantage during the daytime when artificial light is not so necessary—in many windows not necessary at all.

In some of our biggest centres men's wear windows may be found which are far from clean—even on Yonge street, Toronto, where the merchants are expected to believe more in their show windows than those of any other district of the city or in the Dominion, dirty windows are to be seen. They may not be so unclean as to be noted by the passerby, but there is not the brilliancy which draws immediate attention. When contracts for keeping windows clean are taken at such low prices—when tools which make cleaning possible are to be obtained so cheaply—it is difficult to understand how this state of affairs exists.

A WORD ON SIGNATURES

AFTER guessing at the first and concluding letters of a signature, how often we all send a letter "attention of"—well, attention of a man whom we believe to bear the name we have typed, but who really meant quite a different name when he affixed those handsome-looking but perplexing hieroglyphics at the foot of his letters.

Every one likes to be correctly addressed. An incorrect spelling of our name rubs us all a little the wrong way. It touches our vanity with an upstroke.

The man who addresses us knows this. He wants to have our name correct, but from our signature he can only do his best.

Why not have the full name of the writer of each letter typed at the side, where now the initials appear? Thus would mistakes be avoided, and the days would be brightened, less perplexing, for us all.

ANNUAL STATEMENTS CREATE CONFIDENCE

The Value of the Annual Statement—Should Submit it to Those From Whom Credit is Sought—Mercantile Agencies and Credit Associations Valuable Factors in Building Confidence

By "Twill."

WE are just past the period when most merchants take their annual inventory and many of them are no doubt now considering the results of their efforts as shown in the balance sheet.

Some approach the task with confidence and satisfaction, realizing that they have achieved that for which they aimed, while others, fearful of the result, are afraid to look the facts in the face, as their efforts do not result in the return the work and worry warranted.

In your last issue, John C. Kirkwood, had an article entitled, "How to Calculate the Cost of Doing Business"—a pointed article, full of valuable hints and suggestions to the merchant who would do his business with a profit to himself, and helpful to the man who does not realize the full significance of covering himself properly in the matter of margin.

At this season of the year, and having the facts of his business before him, there are several things which every merchant should think of doing, and to enumerate one or two of these, we would specially mention putting himself in a position to afford those with whom he is doing business the very fullest possible information as to his affairs and his position financially.

Most businesses in Canada have been and are being conducted on a credit basis, the credit being extended by wholesalers and manufacturers throughout the whole territory. It is not a duty that wholesalers and manufacturers owe anybody to do business on credit. It is a privilege which has been created by a belief in the reliability and honesty of the average merchant, and that it has been as successful as it has is the best evidence that most men are honest.

Where a merchant is a borrower, in the sense that he has had considerable credit allowed him by different wholesale houses, it should be his business to keep those with whom he is doing business advised fully as to his financial position. Nothing creates such confidence among business men as a full knowledge of the facts concerning any detail or venture in which they may be mutually interested. Therefore, to the man who is doing business on credit it is to be recommended that he afford his suppliers the fullest information as to his position and the results of his year's work.

Not only in our estimation should he confine his confidences to those with whom he is doing business, but it may be that he desires goods from other quarters at subsequent periods, and as there are several recognized sources for the collection and destination of reliable business facts and statistics concerning the business interests of the country, such as the Canadian Credit Men's Association and others, and it should be his business to afford these organizations a statement of his business, showing his assets and liabilities and surplus, and he should see in sending such a statement that it is duly signed and dated.

A great many merchants make a very serious mistake of thinking that these agencies collect this information for the purpose of impairing a man's credit-securing ability. Nothing can be farther from the facts, and nothing will quicker tend to help a merchant secure credit than full details through one of these organizations.

The mercantile agencies of credit men's associations are formed for the purpose of protecting manufacturers, wholesalers and others against granting credits where such are not justified, either by ample assets or sound moral and commercial probity.

The agency is not opposed to the merchant, though many merchants think that it is. Such organizations are a natural development and unless the merchant is in business there would be no use for them. Consequently it is the policy of the agency to get its facts right and to assist the commercial interests of the country by giving credit where credit is due and vice versa.

Merchants could protect themselves against any suppositions on the part of any agency if they would, when called upon, vouchsafe the very fullest facts, substantiated by a detailed statement. If they followed it up year by year, they would build up for themselves a reputation for openness and frankness not without its effect upon the average man sitting behind the credit desk, and in this connection merchants should remember that it is the business of the credit men to afford himself all the facts before O.K'ing an order and to withhold his signature to the order if the facts fail to clearly indicate the exact position.

The agency or bureau is not an enemy of the merchant, far otherwise. In every instance it is the friend of the man who is trying to do an honest business, by honest methods, with honest capital, honestly employed.

The Golden Age of King Cotton

By J. L. Rutledge

JEFFERSON CLAY JOHNSON, one of those ebony-hued American gentlemen who flourish in such numbers anywhere south of the Mason and Dixon line, sat on the top bar of a rickety snake fence and gloomed at the surrounding scenery. Earlier in the day even Jeff's African epidermis had not been quite impervious to the beauty of his surroundings, to the rows of standing cotton just breaking into its delicate ephemeral bloom that changes almost in a moment from white to cream and to a soft red.

Jeff knew every changing shade of that scene from the soft pea green of the early cotton, shot through here and there with the blood-red ribbons of roads of Alabama clay, to the standing cotton white as a snow-covered hedge. It meant to him long months of labor that were soon forgotten in a fugitive week or two of comparative opulence. Now, however, he sat perched on his rail fence with gloom hanging in great clouds about him.

It was the beginning of August, 1914, and in a month's time Jeff would be picking his twenty acres that meant pretty well on to 20 bales, and with cotton at 13 cents, that would bring pretty close to $65 a bale. That was the bright thought of the future. He could lie in the open and watch the hot August sun swell his cotton bolls to bursting.

Calamity never leaked into Jeff's head till that morning, when he had visited Abner Brown's to provide himself with a new suit of violent hue, a purple shirt and tie, and a pair of ochre-colored boots. Jeff was "fixin'" to go to the colored Knights of Pythias ball, and had been hungrily eyeing these adornments for some weeks past in anticipation.

Abner Brown owned some hundreds of acres, of which Jeff's parcel was a part. He also owned a store where Jeff's credit was good, owing to a lien on those same 20 acres. Jeff had no premonition of disaster as he allowed his debilitated mule to halt before the Brown store. Even the buzz of conversation to the effect that "war had busted loose," stirred no thought beneath his crinkled hair. His thoughts were on the

The spectacular climb of cotton has made the beholder dizzy.

Knights of Pythias ball and the ochre-colored shoes. Therefore when Abner Brown told him, in not unkindly tones, that the shoes were not for him, that he had best go home and save his money, gloom descended all the more heavily because of its unexpectedness.

The Shot That Startled Cotton

It's a far cry from Jeff Johnson's 20 acres in Alabama to the town of Sarajevo, Bosnia, and a crazy student with a pistol, a matter of some 8,000 miles or so, yet it was that same pistol shot that robbed the Colored Knights of Pythias ball of one of its chief adornments, and that by the same token some year or so later set Jeff on the front seat of a "tin Lizzie" with a gold-banded cigar stuck sideways in his capacious mouth.

What War Has Always Meant

That "war has busted loose," meant nothing to Jeff except the memory of saffron-colored footwear that were not for him. To Abner Brown, however, it meant other things. It brought back the memory of his early youth with himself lying behind a breastwork of cotton bales at Fort Donelson on the Mississippi, cotton that was worth no more than the bags of sand that they supplanted. It drifted through his mind that it was not the short sturdy figure of the bulldog Grant that had wrecked the Confederacy, but the tall, ungainly figure in the Whit House putting his signature to two proclamations, both connected with cotton, the emancipation proclamation, and the proclamation making cotton a contraband of war. Abner Brown had lived many years since, and had seen wars and heard rumors of wars, and rumors and wars had both meant an ever downward course of cotton.

"Go home Jeff," he said, "and wear your old clothes, and try and make your meal and molasses last as long as you can."

As the red flame of war spread over Europe it looked as though the premonitions of Abner Brown had in them all the truth there was to know.

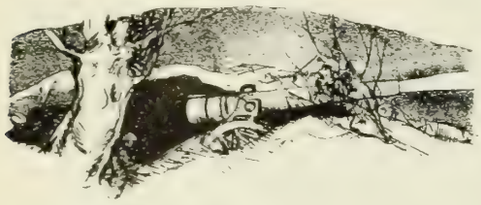
It was as though those dusty grey clad heavy-booted figures tramping their way mercilessly through Belgium had indeed been grinding Jeff's stately cotton rows into the mud.

On July 31, 1914, the three great cotton exchanges in New York, Liverpool, and New Orleans, suspended, then and only then did the full significance of that crazy student's act strike to the heart of the South. Then the grey-beards of the South shook their heads mournfully,

remembering the sorrowful days of the sixties.

The Panic Days

But even the grey-beards did not take in the full significance of the closing; for the South was not facing the meagre



The big gun consumes its hundreds of pounds of cotton with every shot.

cotton yield of the sixties. Cotton had exceeded the early optimistic forecasts by about three million bales, and stood a record yield of some seventeen million bales. Seventeen million bales, and cotton dropping from thirteen and a half to twelve, to ten, to nine, and still it piled up at the seaboard till the warehouses were full. It trickled over into the gin houses and lay uncared for on railway platforms, and always it dropped down and down, with no buyers, or very few. American cotton mills could merely touch the fringe of this great production, and even they stood fearful before the steady downward sweep and would not buy.

A great campaign was started to "buy a bale of cotton" to save the South from ruin. Even the President sported a button to show that he had bought his bale, but still cotton swept downward and at six cents there were a few scattering sales, to five and a half and five. It took more public spirit than most people possessed to buy a cumbersome 500-pound bale of cotton, and to face the possibility of having to pay storage charges on this valueness bundle.

In the whole wide world there seemed to be only one buyer eagerly stretching out hands for the valueless cotton. Bales purchased in Oklahoma at five cents were rushed to the seaboard and eventually reached Germany. Thousands upon thousands of these bales slipped through one way and another and sold for forty cents a pound. Then, as always happens sooner or later in war, cotton was made a contraband, and apparently the last market was closed for good.

Looking back in the light of present knowledge most anyone will join with Jeff in his puzzled wonder why no one wanted cotton. Yet no one did, because no one had as yet come to know much about cotton, and still less had foreseen how cotton would march at the head of the marching legions, the greatest ally of them all.

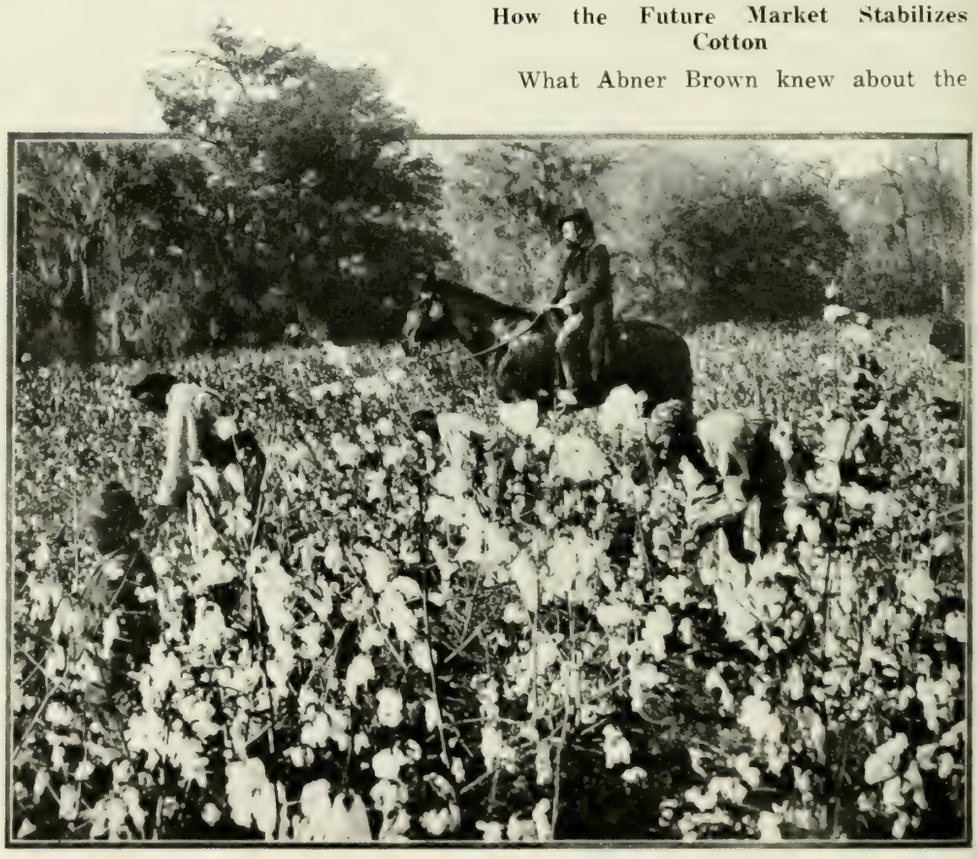
What Jeff Knew About Cotton

Jeff knew something about cotton. He knew the look of the young plants, like long rows of early radish shoots in a glorified market garden. He knew that it needed hot days and careful tending, so he sweated as only a negro can sweat cheerfully beneath the blazing sun. He knew that if he did not take care of it the boll-weevil would, and that then "licker" would be scarce in the Johnson family. He knew the look of the fields swarming with blacks of every style and size. He knew that his pickers should gather a hundred pounds a day. He knew that every one of these hundred pounds would yield him a precious 33 pounds of lint and 66 pounds of not-to-be-despised cotton seed. He knew by heart the road to the cotton gin at the corner just as you entered the town, a ramshackle, unkempt and unpainted building that seems not to vary in a single characteristic in any of the smaller towns of the South. He knew in a sort of way, after he had trundled his unwieldy bulging bags into the gin house how this rough cotton was fed into a machine whose long knifelife saws revolving through narrow slits combed the seed from the lint, a method little changed from the first rough beginning of the Whitney gin, and later how the lint was pressed into a huge bale covered with rough material and banded with metal. He used to sit perched deftly on the stern of his debilitated mule and watch the cotton seed flow out through a shoot and cover the bottom of his antiquated waggon and then the great bale follow it with a jar that seemed likely to leave the waggon nothing but a memory. He knew the anxious moment when, on the loading platform of the station the buyer ripped a hole in the rough covering with a knife and pulled out a great handful of the fluffy interior, to be examined with care, and graded it acording to the quality and length of fibre. There Jeff's knowledge of cotton ended.

Abner Brown knew all these things better than Jeff, and he knew other things as well. He knew, for instance, thot he could grow three kinds of cotton. The "long staple upland," "short staple upland," and the "Sea Island," the aristocrat of the cotton world, noted for its long, fleecy fibre. He knew that only about one in every 25 bales grown in the United States was of this aristocratic variety. In a simple way, too, he knew that the future market in cotton was more than a glorious gamble, and he didn't share the simple belief of the majority of folks that buying cotton futures was something like siting in at at a poker game. Therefore it was that the closing of the cotton exchanges came to him like a black cloud of dismay. He knew that the South was raising the only crop that the producer never consumes, at least in its produced state. Therefore it was that he urged Jeff to go home and to conserve his meal and molasses.

How the Future Market Stabilizes Cotton

What Abner Brown knew about the future market was this, that it was the handling machinery between the producer and the ultimate consumer. Abner knows, for instance, that when the cotton is "put away" there is going to be a demand for new and gala attire. Jeff and others are going to require shirts and other necessities. He must have calico to meet this demand, so he asks quotations from his jobber in



"Way Down South in the Land of Cotton"—stretch a line from Norfolk, Virginia, to Cairo, Illinois, and everywhere south of it will be scenes like this.

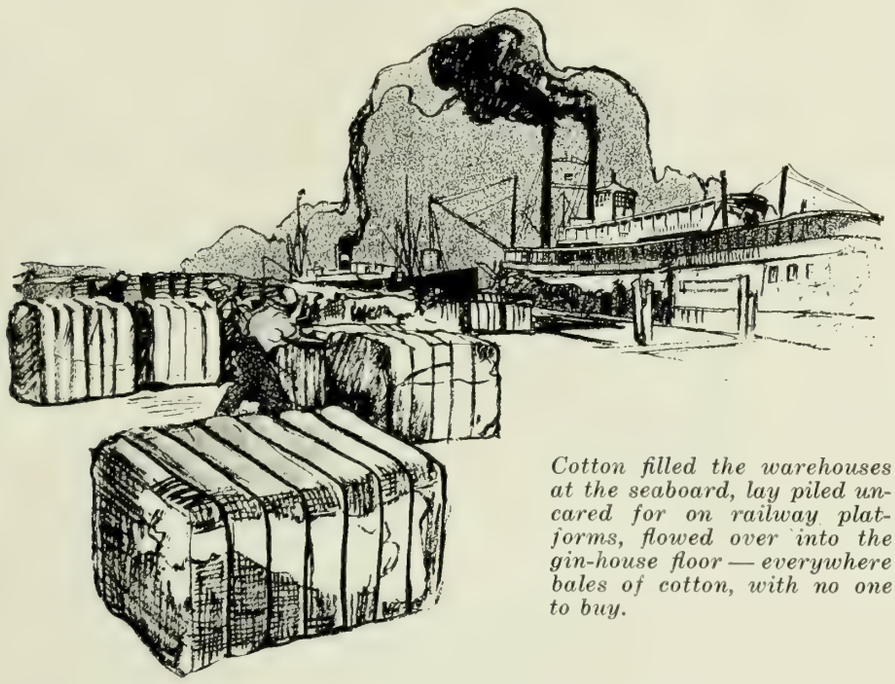
Montgomery. It is only May, and the cotton is only beginning to sprout, yet the jobber wants to be able to make prices for October delivery. The jobber passes the query on to the New York wholesaler, who in turn queries the mill manager in Massachusetts. Now of course, if the cotton was wanted at once the mill manager would go into the market for what "spot" cotton was available. But he doesn't want to carry that stock till the time of October delivery, because cotton might decline and competing mills might outbid him. He could of course, get a quotation from a Southern broker, but he knows that the said broker would ask a substantial figure by way of protecting himself against any rise in price. Then, too, a customer waits, and that sort of a deal takes time. So instead he looks at the paper and sees that August option is selling at say 18 cents. He picks up the phone and tells his broker to buy him a thousand bales August at a five point margin. Based on 18 cent cotton the mill man knows just what it is going to cost him to manufacture that cotton into calico in October, and so the word trickles back to Abner Brown's store in Southern Alabama.

Now suppose that by some chance cotton jumped five cents, and in October the seller was not ready to deliver, then automatically his five point margin is forfeited. The mill man adds this extra five cents to the price he had originally contracted to pay and so gets his cotton at no greater outlay than he had counted upon.

With the closing of the Cotton Exchanges, of course, all this simple machinery went out of commission. The mill manager knew what he could buy cotton at to-day; that was tragically evident, but there was no power in the world that could tell him what it would be worth to-morrow, or in October when Jeff was most in need of that violent-hued purple shirt, and so just naturally the wheels ceased to move. No one would invest money in such an uncertain proposition, for money is proverbially timid.

How Future Holdings Depressed the Market

Now the holding of futures was a safe and profitable business while the exchanges were open. But when on July 31, 1914, they closed simultaneously, it left a multitude of operators with large holdings of August and October options at 12 and 13 cents. Long before August or October dawned they could have covered with cotton as low as 6 cents and could have made a fabulous profit, had they been able to unload their futures, but the market being closed this was an impossibility, and what was the profit in buying cotton at 6 cents when they were under contract in August or October to take other cotton at 12 or 13 cents. So even the men who wanted cotton could not buy, and waited gloomily for the days of disaster. That was what Abner Brown knew about cotton.



Cotton filled the warehouses at the seaboard, lay piled uncared for on railway platforms, flowed over into the gin-house floor — everywhere bales of cotton, with no one to buy.

Mr. Herodotus Also Knew Cotton

Not being a bookish sort of a person he did not know much about the early history of cotton. He didn't know, for instance, that archaeologists, browsing amid the buried cities of Peru, had come across the graves of some of the Inca chiefs, who were contemporaneous with the Egyptian Pharoahs, and had found their bodies swathed in a white substance, unmistakably cotton. He did not know either that cotton was mentioned by the historian Herodotus, whose personal interest in events ceased in the year 425 B.C., nor that Pliny, another historian living some 500 years later, was evidently well informed about the subject. He did not even know that early in the 5th century there had been a flourishing trade in cotton in Spain, where the raw cotton was probably grown, and he did not know of the subsequent travels of the trade to Holland in the wake of the Moorish invasion of Spain, or how in turn the Dutch cotton spinners had been driven to England to find refuge from the inquisitorial persecutions of the infamous Duke of Alva. Cotton was indeed known in England in the 13th century, when it was used for candle wicks, without anyone having the faintest suspicion that it could possibly be used for any other purpose, but it was not till the 16th century that the fleeing Dutch spinners founded the great English trade.

He did know, however, that the Lancashire cotton mills had always in his memory been hungry for cotton, and, please God, would be again.

Singing through his head and heart, as in every Southern heart, the first song of his early childhood,

"Way down South in the land of cotton,
Cinnamon seed, and sandy botton,"

had left him with the impression that all cotton came from the Southern states. Had he been faced with the actual figures of the world's yield, he would have been frankly unbelieving. Therefore the figures are set down here for the benefit of Abner Brown and other unbelievers. For thus was the world's supply of cotton derived in the year 1916: United States, 13,016 000, composed of 12,644,800 bales of Upland cotton, and 43,413 bales of Sea Island; India, 3,708,000; Egypt, 1 400,000; Russia, 675,000; China, 418,000; Brazil, 275,000; Mexico, 130,000; Peru, 55,000; Turkey, 107,000; Persia, 47,000; Japan, 11,000, and an extra hundred thousand bales derived from Spain, Malta, Cyprus, Dutch East Indies, Australia and Fiji. Even at that Abner was not so far wrong, for the Southern states provide over two-thirds of the world's supply.

Cotton in the Field of Mars

But there was something regarding cotton that in 1914 no one seemed to know. Perhaps some of the world governments knew it, but if they did, the idea was so buried beneath a mountainous pile of red tape it took two years for it to work its way through to the light of day. That thing was the importance of cotton in war. There may have been some excuse for this in that all past wars have been mainly gunpowder wars, while this is a war of high explosives, and the backbone of them all is nitro-cellulose, or gun-cotton—a distinct product of cotton. When the war broke loose the bottom fell out of cotton because people thought of it only as a cloth, and with half the world in a ferment, who would have the money to buy it? so the war that sent wheat shooting skyward left cotton as valueless as a dead cigar.

Governments must have known that every shot from the 12-inch guns of the "Queen Elizabeth" use half a bale of cotton, that a machine-gun in action will use a bale in three minutes, that in a battle like the battle of Jutland, five to six thousand pounds are consumed by each active warship, that it takes

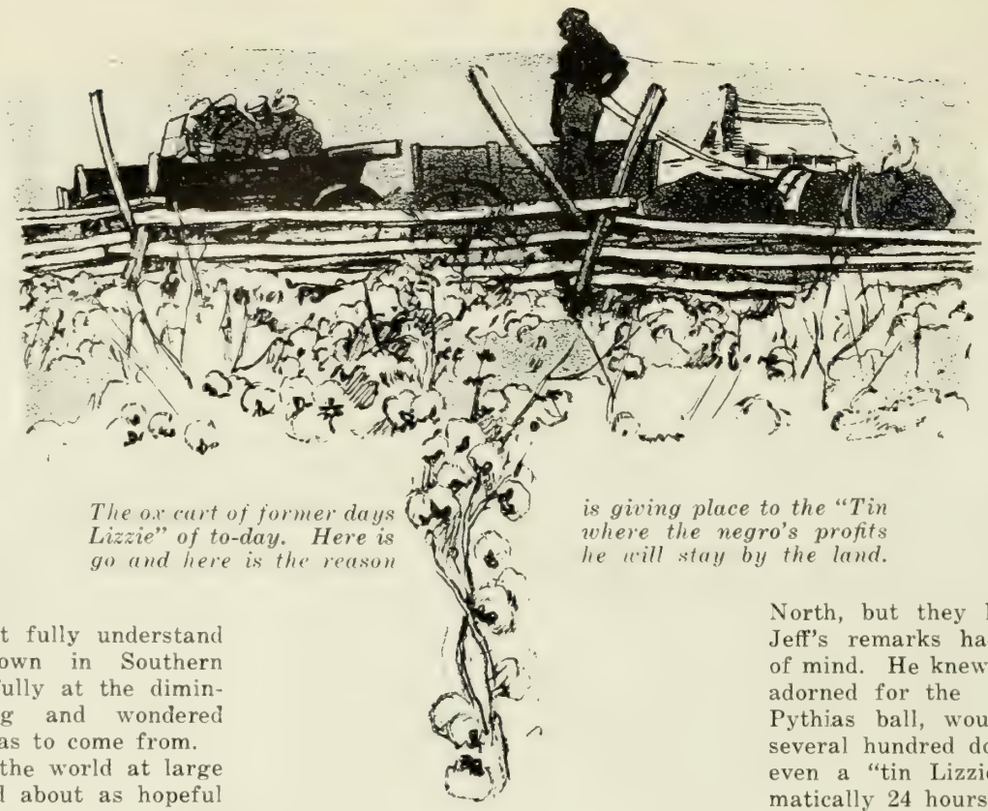
more than 20,000 bales a year to provide absorbent cotton to staunch the wounds of the injured, and that they must have known that a change of apparel for all the troops now in action would consume over a million bales in a year, that the cotton that will be used in aeroplanes will total 100,000 bales, and that nearly a million bales go to the manufacturer of automobiles yearly. Because the governments of the world apparently did not know, or did not fully understand these things, Jeff down in Southern Alabama looked ruefully at the diminishing corn meal bag and wondered where another bag was to come from.

To the South and the world at large in 1914 cotton looked about as hopeful as a plugged farthing. And then, when Jeff, and a million other Jeffs had sold out, there came a suspicion of change. The orders for cotton cloth began to come, a little at a time, and then with ever-increasing volume. In November, 1914, the cotton exchanges reopened.

The Coming of Cotton's Golden Age

During July, 1914, previous to the war, a bale of cotton averaged $67. During August of that year it fell to $49, in September to $44, and in October to $37.40, and the American crop, though a quarter of a million bales larger than the previous year, sold for three hundred and eighty-four millions less. In November came the turn in the tide; January, 1915, saw cotton at $41, by April it had reached $49; dropping in May, June and July, it recovered again, and by October was selling at $63. But not till July, 1916, two years after the war, did it again touch $67. Then came the golden days of cotton, heralded by the announcement of Henry G. Hester, secretary of the New Orleans Cotton Exchange, probably the world's foremost authority on cotton, estimating a fourteen and three-quarter million bale consumption of American cotton. Even Jeff sat up and took notice at this, for cotton was climbing like wheat, and his crop was yet to harvest.

Now that the tide had turned it seemed hard to understand that there ever had been a time when cotton had not been in demand. Its progress was a steady triumphant procession. It reached 25 cents, something that few men living two years ago ever expected to see. It reached that figure and still climbing reached 30 cents and over for middling Upland, while Sea Island sold as high as 50 cents. Truly these were the golden days of cotton.



The ox cart of former days is giving place to the "Tin Lizzie" of to-day. Here is where the negro's profits go and here is the reason he will stay by the land.

Why Jefferson Stays by the Cotton

It is late October, and Jefferson Clay Johnson sits perched on the top of his rickety snake fence overlooking a vista of denuded cotton canes, but it is not the same Jeff of an odd year or so ago. The violent-hued suit now adorns his person, the purple shirt and tie obtrude themselves on the landscape, and the ochre-colored shoes are riotously evident even in such company. Jeff's appearance cries aloud for justice on one who should so violate all systems of color combination. Jeff is adorned for the colored Knights of Pythias ball. True, the ochre-colored shoes have been deftly sliced with a pen knife to give relief at points of tension, but he feels none the less magnificent for that. What after all is grandeur if one's corns hurt?

While he waits, Jeff is warbling to himself a song of the days of sunshine that are passed—of the river whose history is a history of cotton.

"Late in de fall de ribber mos' dry,
Water lie low and de banks lie high,
Bullfrog roll up his pants jes' so,
And he wade acrost from sho' to sho'.
Water so shaller dat de eel can't swim
'Dout kickin' up de dus' in de middle o' de stream;
Sun shine hot an' de catfish say,
'We'se gettin' right freckle-faced down our way!'"

Back in the yard Jeff's "tin Lizzie" is coughing and hiccoughing, but Jeff pays no attention. Abner Brown, in passing, stops to have a word with the gorgeous figure on the fence, "Why don't you shut off your car, Jeff," he asked.

Jeff's grin nearly slices his face in half. "She sho' am too much trouble to staht," he said, "so I jes' let her buzz. I calculate she cain't drink any mo' gas 'an I can pay fo', and I'm fixin' to get shet of her anyhaw, she ain't nothin' but po' trash."

Abner Brown only grinned in reply, but it was a cheerful grin, for Abner had been hearing a lot of talk about the migration of the negro, and the influence that sudden prosperity would have upon them,and incidently upon the great cotton crop. Most of these alarming rumors presaging a lack of pickers to handle the crop had come from the North, but they had disturbed Abner. Jeff's remarks had restored his peace of mind. He knew that Jeff, as he stood adorned for the colored Knights of Pythias ball, would have assayed at several hundred dollars. He knew that even a "tin Lizzie" that coughs asthmatically 24 hours a day is going to be a considerable expense, and the talk of a new car—Abner was happy, he knew that by December Jeff would be reopening his lien account, as would several odd million other Jeffs throughout the South, and his faith in the great proposition that cotton and niggers just naturally grew together was restored.

The South's Golden Dream

The South is living in an era of golden dreams. The 1915-1916 crop showed a profit of six to seven hundred million dollars over and above the price paid for the crop of 1914-1915. Men now living can rememmber when cotton seed was cast aside as a worthless nuisance, yet these cotton seed products bring to the South annually nearly half a billion dollars. In the years previous to the war the trade balance of the United States amounted to $500,000,000, just the value of the cotton crop, and now that crop has almost doubled in value.

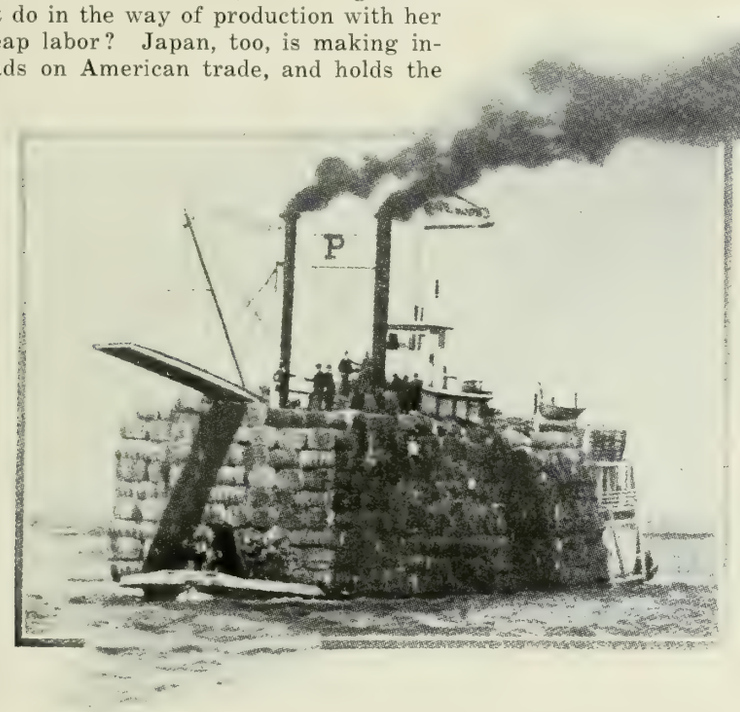
Jeff, it is true, has retired into temporary seclusion, his available assets for the moment failing to equalize his outstanding indebtedness, but Jeff only grins, he knows that another year's harvest will mean a still grander "tin Lizzie," and he can count on that with a reasonable degree of certainty, for cotton is never a total failure. The golden days are ahead and Jeff has forgotten that cotton ever touched six cents.

Some Dark Forebodings

Not so Abner Brown, however. He remembers vividly, and there are times when he thinks those days may come again. He is reading more now than he used to, and he is filled at times with forebodings. There is the old bogey of the world so burdened with debt that there will be no great demand for cotton cloth, and what then will take the

place of the enormous consumption of cotton for war purposes? Should the war end to-morrow what would happen, he wonders. Would cotton again become a valueless commodity? There are heavy reserve stocks of manufactured cotton he knows in the hands of wholesalers and retailers. What effect will that have on their buying? Will the money panic again strike them and kill the demand for cotton. Then what of other markets rising up to compete. America's trade with China in cotton and cotton goods has fallen in less than a decade from $30,000,000 to less than $1,000,000. In 1916 China produced over 400,000 bales of cotton, what might she not do in the way of production with her cheap labor? Japan, too, is making inroads on American trade, and holds the textile markets of the Far East. True, her imports of raw cotton from the United States has advanced from half a million bales to a million, but this is only half her consumption, and she may look more and more to those other markets. These are all things that make Abner Brown ponder, but more than all there is the uneasy suspicion that cotton is too high, that having swung so low in the first hysteria of war it has now swung too high. Cotton he knows is not worth its present figure, the spread between the price received and the cost of production is too high, and he dreads to think of what might happen once the war demand was over. He is ready to face 16 cent cotton, but will the next swing of the pendulum mean cotton at 5 cents again?

There are times, however, when, as a result of his reading, he takes a more cheerful view of the situation. Cotton is sound and would be for many years to come, perhaps a slight decline, but a normal decline, not a disaster, that was his viewpoint on the sunshiny days, and for this view, too, he could find his reasons. He had read that in 1914, the dark days of cotton, there was an overproduction of 5,000,000 bales, and he knows that the world's production of commercial cotton in 1915, according to the report of the United States Census Bureau, was 18,650,000 bales, and that the consumption was 21,011,000 bales. He knows that the 1916 crop showed little increase, while the demands continued to multiply. He knew that in 1916 the margin of five million bales was almost gone, and what of the 1917 crop? On Dec. 1, 1917, there had been ginned 9,716,098 bales, and the estimated production is 10,949,000 bales, over two million bales less than last year's output, so the surplus of 1914 has been met and passed. From whence will come the cotton to make up next year's deficit. Why this falling off in production? Because the world must be fed, because it has become more necessary for the world to produce food than for the world to produce cotton; 2,500,000 acres that in 1913 were growning cotton last year grew corn. In Egypt the British Government has held down the production of cotton to 40 per cent of the normal, a loss of roughly 175,000 bales on the crop of 1916. The Russian crop of 1917 is far below the normal yield. These are conditions that the cotton optimists contend cannot change, for even after the war food will be one of the prime necessities. And still daily the demand for cotton increases, eating up the surplus supplies the world over. The world's supply of cloth, too, has been steadily dwindling. The grey fleet that shuts the doors of Germany against food shuts them also against cotton. Some supplies may come from Turkey, but they are limited, and must go to the hungry guns rather than the hungry people. For years past the sound of the clicking spindles has not been heard in Germany or Austria, and it is estimated that there is an accumulated demand in Central Europe alone equal to 5,000,000 bales, for clothing needs, unlike those for food, can be accumulated. Its great utility, too, lies in the fact that it has virtually no substitutes, wool could not meet a deficiency in cotton, and silk and flax are negligible in the aggregate. Neither the animal nor vegetable kingdom can suggest a competitor, and scarcely a rival.



The story of cotton has been the story of the Mississippi. It has carried in its bosom more cotton than all the rivers of the world.

In the years since the war began new conditions have arisen that, in pointing to more stable conditions, presage also a commercial race for the textile supremacy of the world. Heretofore, owing to financial conditions, the South has had to sell at a basis set by Liverpool. But that is a condition of the past; the South has money and can hold her cotton for a price, and cotton is peculiar in that it is imperishable, it can afford to wait. Eventually Britain will produce her cotton needs within her own dominions. She must do so or lose her world dominance over the textile markets, but the time is not yet. So it is that the optimists foresee a world production and a world demand, not for twenty million bales, but for forty million.

Down in Alabama Jeff slumbers peacefully in the sun, dreaming cotton so planted that he could drive his "tin Lizzie" between the rows. All the future he knows is to-day, and it is bright. Abner Brown, too, sits on his store counter, scanning the newspaper columns, one day fearing the days to come, the next marching abreast of the foremost optimist of them all.

And you, dear reader, who have read this story, what do you think will be the last chapter in the history of the golden age of king cotton?

TOWN TRADE VERSUS CITY TRADE

(Continued from page 46.)

town the leading merchants usually do business on the one price basis, and in consequence all find it easier to get a living profit.

Building Up a Business

Mr. Deadman is emphatic in his advice to young men to get out of the city if they wish to start in the men's wear business. He himself came to Lindsay a little less than a year ago and took over a business that was somewhat neglected and stock run down and in spite of these disadvantages achieved a turnover that was remarkable. When a MEN'S WEAR REVIEW representative called the stock was being inventoried, and the results had been sufficiently arrived at to make the proprietor very cheerful about his business venture.

MEN'S WEAR REVIEW *will be glad to hear from some city dealer to present his side of the argument, but admits at once that there is much worthy of consideration in what Mr. Deadman has to say.*

"HOW TO GET THE INFORMATION THE CUSTOMER WANTS"

Fourth Address by Frank Stockdale.

IN THIS *Fourth Lecture, Frank Stockdale, the Advisory Counsellor on business system for the United Advertising Clubs of the World, out of his extensive study of business formulates some ideas for finding out what the purchaser wants to know about the goods, and how this information may be effectively used in building business. This lecture is perhaps the high water mark of the series. Behind every selling argument there is some information. Is this information a help or a hindrance to that sale? This is the question that Mr. Stockdale's address will settle for you.*—EDITOR'S NOTE.

THE securing of information which is generally wanted by the customer either in advertisements or from the sales clerk, and the disseminating of that information in such a manner as to bring maximum results in the sale of merchandise, was the subject matter of Mr. Stockdale's fourth address entitled "How to Get the Information the Customer Wants."

"Who wants to secure this information—the advertising man, the sales person, the travelling salesman, the manufacturer, the window trimmer, the man who displays merchandise in the store? All these want information for the customer," said Mr. Stockdale.

Pointing out that advertising applies to all forms of selling, Mr. Stockdale repeated the statement of L. W. Hill of the Great Northern Railway at the St. Louis Convention of the Associated Advertising Clubs of the World to the effect that "anything desirable is advertisable just as anything desirable is salable."

"I think we assume too often that the customer does not need any information. That is one of the greatest mistakes. We make it unconsciously but we act as if the customer did not need it. Recently the question came up as to whether coal was advertisable. The suggestion was made that people had begun to think of coal in terms of heat units. People had begun to realize that there are tons of coal and tons of coal, the same as we used to think a margin of 30 per cent. was a margin of 30 per cent. We are gradually getting over all these things. They found a salient thing to advertise about coal. When you buy coal for your residence you buy it for warmth and so there is a chance for people to sell warmth and that is coal satisfaction."

Taking milk for an example, Mr. Stockdale asked if this product was advertisable. He mentioned sanitation, but added that this was only advertising service which goes with the milk. "Is there anything you don't know about milk?" asked Mr. Stockdale, stating that a certain milk company found it worth while to use a whole page in the *Saturday Evening Post* to advertise milk.

"There were just two things advertised about that milk and these two things were that the milk was nourishing and that it was cheap. Milk does the work and it does it at low cost—a good basis for milk advertising. That is the same way to advertise coal, and that is what the customer wants to know."

Turning to the question as to what kind of information the customer wants, Mr. Stockdale brought to the attention of the gathering a method followed in Gimbel Bros.' store of New York.

"They went down into their trunk department and found they were selling lots of trunks to women. They wanted to find out what women wanted to know about trunks. In too many cases we decide what the customer should know and hand it out to them. You will be surprised when you find what the customer wanted to know about trunks. Ninety per cent. of the buyers wanted to know 'whether the locks were strong.'

"They next wanted to find out what the customer wanted to know about children's suits. Did they ask about the material, or colors? Partly, but the great majority asked 'are they hard to iron?' Every woman who has to do that job considers it a logical question."

Turning to the men's suit department, Mr. Stockdale stated that the majority of customers wanted to know "whether the suits would hold their shape or not."

"It is evident we have to get down to a rather minute analysis," said Mr. Stockdale.

"Talking to customers over the counter we too often use technical terms understood by the trade and not understood by the public. One of the keenest managers of a retail store is Miss Ennis of The Emporium, San Francisco. When she talks about hosiery she calls them stockings, and when she talks about millinery she calls them hats. She gets away from technical expressions and she keeps all her advertising right down to common expressions.

"In silks, the customer buys color and they want it every time," said Mr. Stockdale.

At this point he outlined several points which he regarded as fundamental principles in connection with advertising and selling. These points were as follows:

1. "All selling arguments whether on paper or across the counter should be as simple as can be made instead of bombastic.

2. "They should be as specific as possible instead of generalities.

3. "Should be positive instead of negative. Don't tell them what the merchandise 'is not.' One of the big business men in the U. S. gave me this point and in all his sales talk, no matter how many knockers there are, his advertisements are always absolutely positive.

4. "Get real information into advertising—real facts rather than opinions. Don't tell the customer

what you think of the product but give facts. In selling an article in the store, start your sales talk with the customer's interest, not your own. Start with the 'you' appeal.

Mail order houses certainly have the best retail advertising. They invariably start with the 'you' idea, addressing the customer and emphasize his particular use of the merchandise.

5. "Understate rather than overstate in selling. That is the way to keep merchandise 'sold.'

6. "There are certain things about merchandise that are fundamental. These should be repeated until they stick in people's minds. News may be changed but don't try to find a new fundamental fact.

7. "Real ability is liked by customers. One merchant said 'I believe people like ability in the merchant just as well as in the family physician or the attorney. They like to regard the merchant as an authority on his merchandise.'

8. "Sales talk and advertising should be planned instead of hit-and-miss."

Illustrating some of the foregoing points as regards retail advertising Mr. Stockdale stated that of 200 advertisements which he recently judged in a prize winning contest at the Pacific Coast Advertising Convention, 143 contained the word, "Reduced," either expressed or implied.

"Whether you are selling over the counter or through advertising, if you are selling on this plan your salary is not as large as it might be," said Mr. Stockdale, taking issue with this form of advertising.

"It does not take advertising ability to write 'former price $15.00 now $9.98.' I would say to all people interested in retail advertising as long as that dominates your advertising your position will never be a very high salaried position because it does not take ability to do it."

Illustrating by parallel lines that merchandise and price were on a common plane, Mr. Stockdale stated that the man who makes a success is the man who makes the merchandise look bigger than the price.

"There are two ways of doing this," said Mr. Stockdale, "one is to lower the price and the other is to lift the merchandise. If you are lifting the merchandise in the eyes of the customer, whenever you lift the merchandise you, as a salesman, are rendering a service to that customer. The way to do that is to know the merchandise and the customer. Some people know the merchandise but they don't know the customer."

Illustrating this last point Mr. Stockdale cited the case of a hardware salesman, who, though he had a most detailed knowledge of the manufacture of shotguns, failed to make a sale to a certain customer. The customer eventually bought his gun at a store where the sales talk of the man behind the counter consisted of the statement "shoulder that gun, that will 'get him.'"

"That statement carried him," said Mr. Stockdale, "for it was ducks he wanted and not a detailed knowledge of the gun.

"Let us keep in mind what the customer wants and that will help us in lifting the merchandise. The man who makes the sale has a knowledge of the merchandise and knows his customer as well.

MERCHANT'S OWN EXPERIENCES ARE SOURCE OF INFORMATION

"In getting the information wanted by the customer, the merchant should take into account his own experiences as a customer. He should study the use of goods by himself and his own family. Many times you can get the information by studying manufacturers' literature. Manufacturers in many cases analyse the appeal in their merchandise.

"One rug firm I know found out what the customer wanted to know by getting dealers who handled their product to send in their best advertisements. They selected the best of these and published them in a large book. They had the 'dealer idea' of what the customer wanted to know and in bringing their own experiences in they got a series of advertisements of a high class nature. The advertisements appealed to the use of the customer for rugs in the office and the home and gave information on selecting rugs.

"A manufacturer selling high class candies knows that his best appeal is to people who buy candies for particular purposes. Knowing that the most sales of candy were made to young men for their lady friends, the advertisements of one company run along this line—'this candy is bought to make an impression.'

"The manufacturers who are making a success get that selling angle and are able to give a lot of information the customer wants," said Mr. Stockdale, admonishing the merchants not to throw manufacturers' literature away. "I think there is enough information the customer wants that goes into the waste paper basket to give us all that we want."

The arguments used by travelling salesmen were also mentioned as a source for the retail merchant to secure the information the customer wants. "The travelling salesmen have to put up arguments and they should be used in selling to the customer," said Mr. Stockdale. Making the point that salesmen do not always give this information unless it is specifically asked for, he pointed out two reasons why salesmen do not give this information to merchants.

"One reason is that some salesmen do not care anything about holding the merchant and the other is that the merchant is too busy," said Mr. Stockdale, "to listen to the travelling salesman and get the information."

"I am sorry for that merchant, and when he arrives at that stage a better classification for him is 'storekeeper' instead of 'merchant,' because that is one of the ways he should spend his time. The keen, wide-awake merchants do not let the travelling salesmen go by without treating them courteously and getting the information they have."

At this point Mr. Stockdale mentioned the case of a salesman selling hosiery. On his initial trip he was severely questioned by several employees in one store as to the salient points of the line he carried. He was somewhat "peeved" but on returning found that the store had used the information for a great advertising campaign and had cleaned out their stock so that a larger repeat order was necessary.

Turning to the question of "What your sales people sell," Mr. Stockdale stated that one merchant

goes around and asks his sales people about the selling points of their lines. This action he stated not only unnerved the self-conscious sales clerk who knew no outstanding points about the line handled, but gave no information to the merchant which he should wish to incorporate in advertising.

"A great many advertisers want to say something big and sensational," said Mr. Stockdale, "but the information you want and the customer wants can be secured by getting off to one side when your sales person is handling a 'tough customer.' When the sales person puts that sale over he has used some of the information the customer wants and all you want is to become a good reporter and you have it. Study the customer's objection and then overcome those objections."

Mr. Stockdale here illustrated the case of a salesman for the National Cash Register Company who won for three consecutive years the prize for best salesmanship results at the annual convention of the company in a foreign country. The young man's reply as to how he got the sales was that he studied the customer's objections and never let an objection come up a second time without being able to answer it.

"Study the customer, treat him sociably and mix with him in your home," said Mr. Stockdale. "The making of a point of contact is worth while. Study mail order advertising and find out what the customer wants to know. This form of advertising does not have to bring people to the store, but it has to make people sit down and write orders, get drafts from the bank, mail them and go distances to get their merchandise. We do well if we write advertisements that make people come to our store and look at our merchandise."

Illustrating the specific value of certain mail order advertising Mr. Stockdale mentioned the occasion of a visit to a southern town where he addressed a small gathering of about twenty-five retail merchants. On the impulse to try something new he opened a mail order catalog and turned to an advertisement giving eighteen outstanding reasons why customers should purchase an oil heater. The advertisements carried the "you" appeal and the frosty night carried out the setting. When he finished reading the ad. which made a direct appeal to the customer's use for a heater, Mr. Stockdale asked how many wanted to buy a heater. Two hands went up and five others admitted they were much more interested in heaters than they were when they came to the meeting.

In recommending mail order advertisements as a source of securing information for the customer Mr. Stockdale warned that only mail order houses with long standing should be taken as authority, and that "mushroom growth" houses should be avoided as far as advertisements were concerned.

"Study the goods, the customer and advertising," said Mr. Stockdale, concluding his address, "and the meat is in the middle—get the information the customer wants."

Some very interesting and instructive matter was contained in the answers of Mr. Stockdale to certain questions on retail merchandising submitted in writing during the series of lectures. These questions and answers are reprinted herewith:—

1. (Question)—"Can you explain if there is a science or a rule whereby a sales clerk can recognize the psychological moment when to close a sale and have it remain closed?"

(Reply)—"I have already answered as regards the science and I will answer and say I don't know any rule for closing a sale. In fact I don't know any rule for judging human nature, but there is one thought I would like to make in regard to this matter. I have talked with several salesmen on the subject as to a rule or even a suggestion as to when is the right time to close a sale. When the sales person does all the talking and leaves the customer to stand and listen and do nothing else, there is no definite opportunity of judging, at least by the customer's actions or words, as to what that customer is thinking; and if you have to depend upon looking at a person to determine what they are thinking you have a real job. The suggestion made by several salesmen is that sales people talk too much in making sales as a rule. The hardest customer to sell is the customer that won't say anything. One salesman's strategy is to stop talking himself and just show the merchandise until the customer speaks up. One reason sales people so often overshoot the mark and fail to know when the right closing time comes is because they get under such high pressure. They get running "on high" and it is hard for them to stop when they reach the right point. I would suggest that you make the customer talk if possible if you want to find when to close the sale."

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2. (Question)—"Do you think business is increased by allowing the customer to make a practice of buying goods to-day, using them and returning next day for refund, the reason being given that the 'goods do not suit'?"

(Answer)—"It is a specific illustration of a store's policy as to whether or not you will allow the customer to take advantage and do what is not honest. It is absolutely not honest on the part of the customer but we find a lot of successful stores that do not base their policy upon the few isolated cases of dishonesty. That applies as well to theft in stores. When I advise merchants to put stock on the counter they do not do it because they think they will lose it, but I have found stores that do so and they have a profit after the customers have taken what they want. If I were a reformer and a customer should take out goods for the purpose of using them and returning them later, I would call that customer on the carpet and tell him what I thought of him. That is if I were a reformer.

"The principle I would like to leave with you in this regard is contained in a very wise saying made by W. H. Wanamaker, who said *"don't sacrifice tomorrow's business for to-day's profits?* If the profit loss is too great you have got to put a check on it. I find merchants' associations and particularly in these times who have put on an educational campaign to get away from this sort of thing.

"The reply of one merchant to this question was 'the customers run my store and I charge them for it.'

"That system is used to a great extent," stated

Mr. Stockdale, who illustrated the point in the following manner:

"One man bought a hay baler and used it for a season, after which he wrote to the mail order house to take it back. The house took it back and investigated the case. They claim that the price of the baler was the best advertising investment they ever made.

"If they are on your side they may be the best advertisement," said Mr. Stockdale, reminding the merchants that "a satisfied customer is the best advertisement."

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3. Question—"What proportion of increased expense, is, in your opinion, due to the demands made by the consumer for expert service and delivery?"

(Answer)—"I cannot state in percentages what my opinion is but we all know that some of the extra cost of doing business is due not simply to 'expert' service but to the service that is absolutely useless to the customer. We know that the customer in the matter of delivery sometimes will have the merchant deliver when it would not inconvenience them in the least to carry home a package, and they must pay for that service. As long as people are able to pay and they want service that is the thing that gives them satisfaction. When they buy, people buy merchandise satisfaction. As a rule people are wasteful. At the present time there may be a chance to lower that expense. Some stores have cut down their expenses already by eliminating some useless service. As to 'expert' service I don't know that there is much being rendered at the present time."

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4. (Question)—"Would more forethought and care in ordering lessen materially this expense?"

(Answer)—"In large cities co-operation has eliminated a lot of this expense and it seems that merchants will first have to eliminate the waste which they themselves are responsible for before they can put on a campaign for the customer to eliminate his waste."

Continuing this question the following query was made:—

"And if so what methods of educating the consumer would you suggest. What of the various plans to reduce the price of article carried home by the purchaser?"

(Answer)—"We find that we can eliminate some of the expense especially in the grocery business. It is enough in percentages that you can visualize the reduction in price."

"Is there any method by which the consumer can be made to buy in bulk?" was asked in further continuance of the same question.

(Answer)—"The Housewives' League in New York started out to put on a campaign to buy in bulk and they came up against the question of sanitation and the preservation of merchandise. The League turned over to the other side and are now advocating goods in packages instead of in bulk, the standardization of produce and the amount of the product that you get. These three are important reasons for buying merchandise in packages in some cases at least."

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5. (Question)—"Would the retail produce dealers be willing to give free fruit in danger of spoiling to groups of women for patriotic purposes?"

(Answer)—"I would say that one of the best places to get that produce perhaps would be at the wholesale distributing station instead of at the retail store," replied Mr. Stockdale, expressing favor with the plan.

Illustrating the point that the profits in a department with twice the turnover of another were practically double the other's profits, Mr. Stockdale placed on the board the following figures:—

In A department, stock is $19,000 and sales $40,000. In B department, stock is $20,000 and sales are $21,000. It is easily seen that the turnover in one department is twice the other. The profit in A department is $4,500, while the profit in B department is $2,700.

In the discussion which followed the address one merchant asked Mr. Stockdale's opinion regarding the "truth in advertising" of overhead clothing stores which advertise "Use elevator and save Ten."

Mr. Stockdale replied that many of the upstairs clothing stores were making a great success. "It is not that you go "upstairs and save ten" but that they give good value for the money and succeed in spite of the fact that their advertising is poor. In New York the advertising of upstairs clothing stores makes the point that good clothes can be obtained for $15. After the advertising was done on that basis—without mentioning the $10,—the plan was enlarged; so while a man may exaggerate in advertising, if the customers are satisfied they may get by with bad advertising. As far as the truth of the assertion "save ten dollars" is concerned, I don't believe it."

Recalling the case mentioned where 143 advertisements of 200 in a contest mentioned the term "reduced," one merchant asked Mr. Stockdale if he would consider the merchant in advertising that way got any benefit from it and whether or not he would encourage him to do it. Also the question was asked as to whether they were really "reduced" goods or not.

"I think most of them were reduced," said Mr. Stockdale. "It proved that they were using advertising mainly to clean up odds and ends. Most of them took cognizance of their reductions."

"They took a chance?" interjected the merchant who made the query.

"Doubtful things are uncertain always," replied Mr. Stockdale.

"My advice to all," said Mr. Stockdale in conclusion, "is that you find actual examples in your own businesses and then start out to get the principle that will help you to dominate the situation. The way to dominate the situation in the merchandise world is to know where your profits are and where they are not.

"There is only one thing that counts and that is ACTION. Study what you believe to be true and put it into practice when you know it to be true."

STANDARDIZATION OF UNDERWEAR SIZES

Important Reforms Under Way in Underwear Trade — Definite Size Schedule Being Prepared — All Mills Expected to Fall in Line — Why Not Standardize Markings as Well?

WHAT has been the worst evil that the retailer has had to contend with in the underwear and knitted goods lines?

MEN'S WEAR REVIEW believes that if all merchants could be asked that question the answer of a very large proportion would be, "Irregularity of sizes, one man's 36 being equal to another maker's 38 and so forth."

Worse in Women's Lines

This condition of affairs has probably been more serious in women's lines where different methods of sizing are in use some using breast measure, others numbers, and no two sets of numbers meaning the same thing; but even in men's lines, especially in heavy ribbed wools and similar goods, the disparity in sizes that are bought for the same has been very great.

Movement to Standardize Sizes

This being the case men's wear merchants will be glad to hear that there is an important movement on foot to establish a set system of sizing; one by which the retailer can be guided and up to which he can compel the manufacturer to live.

Immense Amount of Detail

Last July one of the largest retail concerns in Canada, which had been having endless returns in its mail order department, largely owing to wrong sizing, took the matter up with representatives of about ten of the leading underwear mills in Canada. At the outset it was thought there was about a week's work involved before coming to a definite understanding but even to date the schedule has not been absolutely agreed upon. It was found that endless details, objections, differences of opinion, and indifference had to be thought over, discussed and overcome.

Schedule after schedule was drawn up, only to be eventually consigned to the scrap heap as some inconsistency turned up when the details came to be put into practice.

The idea, of course, is to to get a schedule for each line of underwear, showing actual measure while lying upon the counter, also the stretched measure. In shirts there was also the length of sleeve, the length of skirt, the size of shoulder seam, and the width of sleeve. In drawers there was the length from crotch to band, the length of leg, the width over hips. In combinations there were all of these details with an additional measurement of crotch to collar band.

Each Style Considered Separately

When it is considered that each and every style of underwear had to be considered separately—for it is obvious that a spring needle line for instance cannot be treated like a flat knit balbriggan or a coarse, ribbed wool garment like a fine flat knit cashmere—it is easy to understand some of the difficulties that arose.

Added to this, different manufacturers had different ideas as to correct lines, very decided ideas in many instances.

Present Schedule Believed Correct

A schedule has been worked out, however, that it is believed is practical and correct. These ten mills referred to are making the Spring garments for 1918 according to these specifications. If the season's retailing, which is of course the supreme test, shows that their figurings are approximately correct, the schedule will be announced definitely to the trade. MEN'S WEAR REVIEW was refused the privilege of publishing same until it was certain that it was this time absolutely correct but was promised the figures as soon as final decision is definitely reached.

All Mills Will Have to Fall in Line

The significance of this movement cannot fail to strike the trade. While the 10 mills already interested do not constitute the total number manufacturing underwear in Canada by any means, still all others will be forced into line once the new schedule has become established. It will in fact be up to the retailer who buys their products to see that they do.

Every men's wear dealer knows what it is to run out of, say, a size 38 in a certain line of underwear and being unable to procure exactly the same line buys size 38 in a similar grade only to find that he has a garment no larger than the 36 he already has in stock in his original line.

Then there have been lines cut too short in the sleeves for the breast measurement, or too short in the skirt. A common fault has been the length from waist to crotch in a pair of drawers.

As has been said this disparity of sizes has been even more aggravating in women's and children's lines, and while this does not interest every men's wear dealer it is mentioned here for the benefit of those who handle women's and children's lines and to give some idea of the great reform that is quietly being inaugurated. There were two common

A Plea for Uniform Marking of Sizes

By Rowland S. Ilsley, of A. E. Aitken, Ltd., Edmonton, Alberta.

"The average retailer stocks underwear purchased of numerous makers, the sizes of which are marked in as many ways and places.

"One maker stamps the size on the front, on the material; another on the bottom of the facing; another at the top of facing; another on the reverse side of facing; another on the under flap, under facing; another on the neckband embodied in the label or stamped separately; another again stamps it on the seat; others use perforation (the worst system of all, for one never knows where to find it); and still another system is that of having a separate cloth label about two inches long attached to the front facing on which is stamped the stock number, size and further description, such as 'short,' 'stout,' etc.

"This system is ideal, for the retailer does not have to unfold the garment to find the size. He does not put it back into the wrong retainer, and the customer is sure of getting his correct fit, and in consequence sure satisfaction.

"If all underwear manufacturers would adopt this uniform system of marking under their label cost would be cut to a minimum; the time in selling a garment over the counter would be cut in half, and about twenty per cent. of underwear customers who now get misfit garments would be properly fitted.

"This reform could be brought about before the end of 1918—with mutual benefit to the 8,000,000 people of Canada. It is up to the manufacturers.

"This may apply also to manufacturers of gloves and socks."

ways of sizing both women's and children's garments. One was the breast measure 34, 36, 38 and so forth. The other was by numericals 00, 0, 1, 2, 3 and 4. This latter system of sizing was, many consider, the more faulty. One maker's number 4 seldom meant anything near what the others' did and in children's lines the discrepancies were simply ridiculous in many instances. All this will be remedied under the new schedule.

Standardization of Marking

Elsewhere in this issue a subscriber has brought up another matter that might well be given consideration by the manufacturers when standardizing sizes, that is the standardization in methods of marking sizes on a garment. As our correspondent points out there are many different ways at present in use. These include stamping on skirt, marking with little tag inside band, stamping on facing and so forth. When in a hurry the salesman often does not know where to look for the size. The suggestion is made that the system of using a little linen tape, sewn on conspicuously at the front of the garment—in use now by a number of manufacturers—should be the universal one. With the clerk problem a rather serious one everything like this that will tend to ease and speed in selling is well worthy of consideration.

WOOL ALLOTMENT 11,800 BALES GREATER THAN 1917

Prices Paid Will be Higher — Suggestion That Government Commandeer Canadian Wool—Shortage of "Tops" Explained

DURING the closing months of 1917 and the first two months of 1918, the last of the 1917 allotment of Australian wool arrived in this country and was distributed according to agreed-upon basis.

The last three or four weeks have seen several matters of great interest to the woollen industry come into prominence. In the first place the Wool Commission has been in consultation with the interested members of the Canadian Manufacturers' Association regarding the proportional division to each mill of the 1918 allotment of New Zealand and Australian wools.

In 1917 Great Britain, or rather the British Wool Commission that has the whole matter in hand, allowed Canada 16,300 bales of Australian, and 7,500 bales of New Zealand wool. This year the total will be increased to 35,000 bales, of which 25,000 will be New Zealand, and only 10,000 Australian. The preponderance of New Zealand wool is at the request of the manufacturers who find this more suitable to Canadian trade than the Australian.

1918 Allotment 11,800 Bales Greater

It will be noticed that the total allotment is 11,800 more bales than that of 1917. This does not, however, mean that there will be this much more wool in the country. In the early months of 1917 large quantities were still coming direct from Great Britain, and this is now entirely shut off. In addition it is believed that the manufacturers held larger reserve stocks a year ago than they do at present.

Will Keep Mills Supplied

Nevertheless H. Hodgson, of the Wool Commission, claims that the 35,000 bales should be sufficient to keep the Canadian mills in full operation for another year, and the manufacturers interviewed, express themselves as fairly well satisfied on this point.

Price Paid Will be Higher

The price, as already announced in previous issues of MEN'S WEAR REVIEW, will be higher than a year ago, the increase being between 5c and 10c per lb.

Canadian Wool Growers' Association

Another matter of interest was the organization of the Canadian Wool Growers' Association, which came into effect during the week of February 4, when delegates from every group of wool growers met in Toronto.

There has been some feeling on the part of the manufacturers and milling interests that the home Government should prohibit the export of Canadian wool, particularly since the United States has placed an embargo upon any coming from that country. The 1917 Canadian wool clip was practically in its entirety bought up by United States dealers as they were in a position to bid higher prices.

The newly-formed Wool-Growers' Association opposed vigorously any thought of an embargo, and it is believed that the Government stands be-

The Way of Woolens in War Time

Actual prices being paid by manufacturers of men's wear to mill agents for woolens, suiting, overcoating and worsteds are over 100 per cent. higher than pre-war prices. A Montreal manufacturer of high-grade clothing mentioned to MEN'S WEAR REVIEW the other day that while the British Government may be paying the wool producers 55% over pre-war prices, he himself is to-day paying from 100% to 300% over pre-war prices for goods made from wool allotted to the mills by the British Government. Here are some actual comparisons in pre-war and present prices of American woolens:

Standard Washington Clays

	Fall, 1918.	Fall, 1917.	Fall, 1916.	Fall, 1915.	Fall, 1914.
200 16 oz.	$4.15	$2.37½	$1.82½	$1.55	$1.37½
338 14 oz.	3.60	2.05	1.65	1.30	1.17½
317 12 oz.	3.20	1.87½	1.50	1.40	1.25

Fulton Serges

3194	$3.77½	$2.35	$1.95	$1.50	$1.35
4077 16 oz.	4.17½	2.60	2.05	1.62½	1.47½
3844 16 oz.	4.37½	2.75	2.17½	1.72½	1.55
5048 15 oz.	3.80	2.42½	1.95	1.62½	1.40

These comparisons are given merely to indicate the tremendous upward trend of woolens, and fully bear out the statements of clothing manufacturers as to the new values established by war conditions.

hind them firmly in this. Every effort is being put forth to put sheep-raising into a prominent position in the country, and just now, when some results from this movement are becoming evident it is felt that it would be a bad time to do anything that might cause the breeders to feel that they were being defrauded out of possible higher prices.

Government May Commandeer Clip

As an alternative it is proposed that the Canadian Government should commandeer the Canadian clip at a price equal to that obtained by the breders at the auctions held last year at the Dominion wool warehouse, Toronto. It is believed that some such arrangement will likely be made. Considerable ill-feeling has arisen between the wool growers and manufacturers, as the one class believes the other is trying to force the price down for its own benefit, while the manufacturers, in their turn, claim that this is not the case, that the Canadian clip is needed in the country, and that they are willing to pay a good price for the wool provided that price be stabilized in some way.

It is to be hoped that some agreement that will be mutually satisfactory will be arrived at, as much of the Australian and New Zealand wool that has arrived and will arrive, while suitable for cloth manufacture, is too short-fibred to make "tops" demanded by the knitting mills.

Shortage of "Tops"

This opens up the question of the serious shortage of "tops." "Why is it," says the retailer, "when we are told that Cashmere hosiery will be very scarce, that it is usually blamed upon the shortage of 'tops?' What are 'tops,' and why should there be a greater shortage in them than any other wool?"

In the first place "tops" are the long-fibred portions of the scoured fleece as distinguished from "noils" the shorter fibres. The separation of these is possible only by a system of combing, and there are only one or two mills in Canada equipped with proper combing pressure that is being put upon combing plants in the States for Government and civilian needs, and it is only natural that they should attend to this business ahead of Canadian business offered.

Some Tops Prepared in U. S. A.

There are a number of plants in the United States that are equipped for combing wool, and large quantities of Canadian and Australian wool are shipped over there in bond, combed and returned in their partly manufactured form. Here again Canadian manufacturers are up against a serious difficulty owing to the machinery. This machinery is expensive, and up till recently it has been cheaper to import "tops" already combed than to instal the necessary appliances. In addition to this, large quantities of the Australian wool that has been arriving in this country is too short-fibred for "tops."

In consequence, tops are in very short supply, and there seems no reason to doubt but that this shortage will become still more acute as time goes on.

The best quality tops are necessary for the spinning of fine knitting yarns. This is particularly true of such yarns as go into Cashmere hosiery and underwear. The fibre must be long and of good texture to stand the strain of being drawn out into the fine yarn desired.

This, briefly speaking, is the reason why all Cashmere hosiery is scarce and abnormally high in price.

Montreal, Que.—Beriault & Frere, men's furnishings, have sold out.

RETAILERS NOT BUYING HEAVILY

Early Fall Underwear Orders Not as Heavy as Expected—Finer Lines Will be in Short Supply—The "Why" of the Fine Yarn Shortage

ARE retailers generally fairly well stocked with underwear or are they holding back on account of high prices? Wholesalers would like to know as their travellers have been out with underwear samples for about six weeks, and there seems little inclination on the part of the trade to place heavily. One thing however makes the jobbers feel that the buying will come later, and that the retailers are merely holding back, and that is the fact that if a line is lowered in price even slightly it is cleaned up almost at once. This would seem to indicate that the retailers will have to buy but are hoping against hope for some price concessions.

Shortage in Finer Grades Probable

Be this as it may, there does not seem to be much danger of a shortage in the heavier lines. In the finer grades made from cashmere or near cashmere yarns, however, the situation is different. One or two mills report that they may not be able to fill orders on these goods if the yarn situation does not improve.

Why This Yarn Shortage?

Why this shortage of fine count and cashmere yarns? The reason is simple. It has always been cheaper to import British yarns of this calibre than to manufacture them in this country. Now this source of supply is partially shut off owing to the embargo situation. Each month seems to increase the difficulty of getting supplies across.

Then there were of course United States mills spinning such yarns, but here again license restrictions and abnormal home demands have practically shut off any supply to Canadian manufacturers.

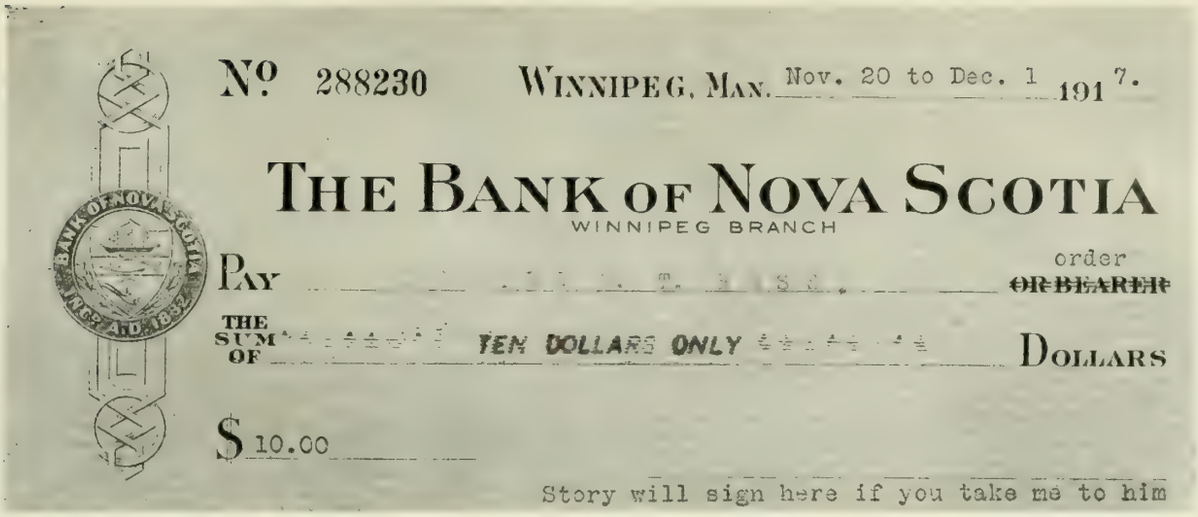
One or two of the mills are installing spinning machinery, but even that takes time, considerable time, and even then they are up against the shortage of "tops" as the longer portion of the combed wool is called. The best qualities of this are necessary for spinning fine yarns, and the fibre has to be long or the continual strain of drawing it to a fine thread will pull it apart.

Good Sorting in Spring Lines

Wholesalers report considerable business still coming in for Summer underwear, and most of them are able to fill same from stock. Although mills have advanced, prices since opening Spring lines last July or August, jobbers are almost universally selling at opening figures.

Uncertainty of Government Requirements

The uncertainty of the Fall underwear situation lies in the Government requirements. It is felt that orders for these have not been nearly all placed, and that large quantities will be demanded later in the year. If the Government wants underwear they will have to have it, and herein lies a possibility of a shortage.



No 288230 WINNIPEG, MAN. Nov. 20 to Dec. 1 1917.

THE BANK OF NOVA SCOTIA
WINNIPEG BRANCH

PAY T. R. S. order ~~OR BEARER~~

THE SUM OF TEN DOLLARS ONLY DOLLARS

$ 10.00

Story will sign here if you take me to him

Type of cheque which boomed the Special Measure business. No wonder, it looks like business.

APPROACHING PROSPECTS BY CHEQUE

Striking and Substantially Impressive Method Used by Story and Story, Winnipeg, With Results at the Rate of $50 a Day For Ten Days

ILLUSTRATING a direct method of interesting prospective customers which brought in results at the rate of $50.00 a day for ten days, the cheque pictured on this page attracts attention.

Anyone who receives a letter containing a thoroughly genuine cheque for ten dollars, is going to pay attention to the contents of the letter.

Two hundred men—customers of Story and Story, Winnipeg—received each a letter addressed to him by name, and containing a cheque made payable to himself and no other. The names were typewritten on the cheques as you see in the illustration.

Typewritten below was the promise to sign, equivalent to a firm promise to pay ten dollars to the man bringing his cheque into Story and Story's for signature and subsequent presentation at the bank.

The whole device has that gilt-edged, substantially interesting quality which lifts it head and shoulders above ordinary rank and file circular letter methods. The letter and cheque advertise Story and Story as an eminently solvent concern if nothing else, but they did very much more. They produced $500 worth of actual directly traceable business in ten days.

The cheque you can see clearly, and have probably examined. Here is the letter that accompanied it:

Mr. Donald G. T. Ross, City.

Dear Mr. Ross,—If your time is worth $20.00 an hour, we would like to buy thirty minutes' worth of it, and herewith enclose our cheque for $10.00. The cheque is good, and our offer is simply this:—

In August, 1916, we wrote our English buyer to procure for us one hundred select suit lengths in exclusive designs (no two of which were to be alike), and have them delivered in January of this year. Owing to the shortage of fine woolens and the great difficulties in getting them at all, these goods, which should have reached us last January, have only just arrived, and instead of one hundred being delivered, we received only fifty-six.

The lateness of their delivery necessitates our selling them quickly, and, beginning November 20th to 1 December, we will sign the enclosed cheque for $10.00 on the purchase of one of these suits.

The clothes will be tailored to your individual measurements in the —— shops. The reputation of —— tailored clothes for high quality of workmanship, superior fit and style, you are of course familiar with. These materials are the finest Saxony worsteds, the patterns of which are exquisite and exclusive. We are indeed fortunate to get them at all under present war conditions.

We bought the suitings to sell at $60.00. The ten dollars you save will pay for your time in looking over the selection and being measured. Please remember that these goods were ordered over a year ago at prices which governed the market at that date. The same goods purchased from the mills to-day would be greatly higher in price.

Yours very truly,
STORY AND STORY.

This letter was sent to only two hundred prospective purchasers of the specially-selected goods described. The names to whom the letter and cheque went were hand picked from the special list of preferred prospects kept by Mr. Story as mentioned in the article "Interesting Prospects by Mail," which appeared in the February number of this paper.

It will be remembered that three classes of mailing lists were referred to: No. 1 list, comprising men who always buy the best, and who like classy clothes; No. 2 list, "the big majority," and No. 3 list, those who look for sales stuff and are brought in by low prices.

These lists are kept on the card index system, a separate card for each purchaser, showing name, address, age of customer, line of business, when the purchase was made, and an idea of the purchaser's salary if possible.

Regarding this particular scheme, Mr. Story's comments are:

"A proposition such as this would be wasted on names such as would appear on our index under class 3. The scheme pulled me $500.00 worth of business in the ten days, which was directly traceable to this letter. In addition we got good advertising publicity from it."

MEN'S SUITS TO COST MORE
Secretary of U. S. National Association of Clothiers Urges Government Control to Avert Advances

PREDICTION of a radical advance in the price of men's clothing, charges that wool growers, not satisfied with an advance in the price of wool from 18 cents before the war to 75 and 80 cents a pound at present, are hoarding for still higher prices, and plans to memorialize Congress for Government control of both wool and cotton prices were features of the meeting of the National Association of Retail Clothiers in Chicago on Jan. 16.

Charles E. Wry, of Des Moines, Ia., secretary, asserted that unless there was Government control the advance in the price of clothing, already apparent to the Spring trade, would be "tremendous."

WAR AND WOMEN WORK MIRACLES IN MEN'S WEAR

Men Will be Young To-day, and Styles Become Youthful — Styles From the States Spring Speedily Across the Border—Women's Skirts Tip Their Boot-tops, and Men's Neatly Cuffed Pants do Likewise

THAT certain great principal factors bearing upon the doings of the people generally on the North American continent at present are having their decided effects upon the styles in men's wear for 1918, is borne out by the views expressed by leading designers in both Toronto and Montreal.

Tendency Towards Youth

"The tendency in these days is to appear young," said a Montreal designer, "and this is the case with the man of middle age even as with the strictly young man—represented in the clean-shaven, clean-cut college bunch. This thought has been so developed, and the clothes making one's appearance, thus have become so popular, that they are in popular demand, and they really do make some men look years younger.

Styles Come Quickly From States

One of the facts that is worthy of note is that of the promptness with which the very newest and nattiest American models reach the Canadian trade of recent seasons. These now are on the Canadian market, through the action of our designers and manufacturers almost, if not just, as soon as they are shown in the retailers' trade on the other side of the border. And they are as well shown and in demand in the far Western towns and villages where the young man from the rural districts will demand and insist upon having the newest things shown.

U. S. Military Influence

It was pointed out by a Toronto designer that the U. S. military styles are having a pronounced influence in the direction of plainness and simplicity of design in men's wear. "You'll note," he said to MEN'S WEAR REVIEW, "that the U. S. uniforms are a whole lot plainer that the Canadian uniforms. That means that the unavoidable military influence which was seen in Canada after the war had begun to show its effects, will incline men's styles towards simplicity in the States. This influence will extend to Canada also. There is no getting away from the U. S. influence on Canadian styles. Those fancy patch pockets and pleats which we saw imitated in civilian wear soon after the war had revealed them in soldiers' uniforms, will not be apparent in U. S. styles at all. They are not seen in the U. S. army."

Freedom For Shoulders Coming

"That little coat style for young men that makes them appear as if their coat were catching them about the shoulders a bit, and giving them, not exactly a stoop, but a sort of crouched-up impression, is on the way to be discarded in favor of a freer style that gives lots of room for shoulders and chest," he suggested. "The reason is the military influence again of course. The boys just naturally want to straighten up and throw out their chests when the soldiers march by, and pretty soon that'll become a national habit across the border. It's as catching as measles, and it calls for roomy coats. That's another reason why the designers didn't want to discard altogether the double-breasted coat, for which there's a regular and steady request in any case."

Influence of the Fair Sex

Important also is the influence of women's wear upon the styles worn by men. At present the very best cutters of women's suits for the highest class trade are eliminating every suspicion of elaboration in women's suits. The result is a standard of austere but elegant simplicity, which is directly affecting men's wear as well. "It always does," this Toronto designer continued. "I have watched that feature of style for years. Did you notice, for instance, that when the girls were wearing their skirts at boot-top length, the young men's pants were worn at the same length? That style is still in vogue. By following women's fashions you can forecast the men's fashions that follow them without much chance of error. It has been so from the earliest times. When women were wearing hoop skirts the men's coats bellied out, and their pants were in peg-top style. You can see the pictures in any old illustrated paper."

LITTLE BOYS' MILITARY SUITS

Cloth Conservation Does Not Affect This Department of the Clothing Business Quite so Seriously, but Influence of Wool Shortage Will Still be Noticed

CLOTHES conservation, as mentioned in last month's issue, does not affect boys' clothes to the same extent that affects men's wear, but its influence is still present.

Two new suit styles for little boys from 3 to 8 years of age are known as "Zimmers." Some twenty to twenty-five cloths will be available for these, and there will be quite a variety to the little touches that will be embodied in the different suits for boys of tender years.

Little boy's new style suit for 1918 season, showing the pleasing pleated effect which proves that wool conservation cannot prevent the little fellows from having their frills. Shown by Freedman & Co., Montreal.

The Military Effects

The military effects are well defined and very much to the fore. This is shown in the double-breasted coat. With the diagonally-cut front buttoning well over there is warmth and comfort for the wee laddie, and the effect is very dressy.

Shoulder Tabs, Buttons

The little shoulder tabs give a neatness to the coat that is added to by the placing of two buttons, one at either extreme of the tab. The straight military collar is effective, and this is kept in place by the use of a little hidden hook and eye. Thus, when the coat is worn the collar remains well-placed and neat.

Two rows of buttons, four in each row, are placed proportionately from the shoulder to the level of the pocket top. The military idea is thus emphasized.

Pockets and Belts

Pockets are a distinctive improvement and are of the military, hanging style—a miniature of the pockets on the regular army officer's coat. A well-proportioned flap is used, and a centre button makes a finished effect to the garment when added to the other features.

Belts are complete, and are loose and held in place by the regular belt loops placed at well-divisioned points, two in front and two just behind. The buttons are another added feature as well as serving the essential purpose of

holding the belt in place. These are similar on the various coats.

Sleeves—Collars—Pleats

Sleeves are varied. They are of ample size and on some an imitation cuff makes for a neatness that adds to the general advantages of these new styles.

Collars are used on some, and the one shown is trimmed with soutache braid. On the greys this looks very effective, and the sailor collars are trimmed with this as well as the dickie. The latter is trimmed with the braid, and, being V-shape, it is held in place by the use of three buttons, one placed below the V of the coat when buttoned and one on either side back of and beneath the collar.

Plaited sleeves are featured on some of the coats, and the one illustrated has a buttoned end so that it may be comfortably fastened after the coat is put on. The cuff effect is retained although this is confined to the effect only, actual cuffs not being featured.

Little boy's "Zimmer" style suit showing the military influence predominating in 1918 styles for small boys. Shown by Freedman & Co., Montreal.

The front and back of this suit is of pleasing pleated effect, and the illustration will convey a good idea of this.

The Pockets

Variety has been considered in the matter of pockets, and these are of the slash variety, being arranged in the oblique and pipe-stem style in some cases. The styles for the young man are followed quite closely in this respect. A variety of pique collars is afforded, and these are detachable. Silk cord or tie may be worn with these sailor suits.

Pants or Knickers

For these suits there will be no bloomers, the straight knicker being used with all coats. They will be of the usual length and styles will be about the same as have always obtained for these.

Suits such as these will retail at from $5 to $10, and they will be available to the trade in the near future.

OUTLOOK FOR WOOLEN SUPPLIES STILL SERIOUS

Prices Are Higher, and Deliveries Entirely Uncertain at Any Price — Overcoatings Scarce—Self-backed Vanish—"War Fabric" Threatened 40% Cotton — Raw Wool Exists but is Hard to Get at—British Mills Handicapped

OPINIONS of experts in woolens are that the situation, as regards wool, is, if anything, worse than it was last month. Prices are certainly higher than ever. But price is less important at present than supply. Supply of woollens is a nightmare just now.

High Authority Invoked

Although arrangements for certain supplies of fabric had been made months and months ago, firms interested have had to invoke the aid of the very highest authorities in Canada and England to secure permits for the export of the goods, and not always with the desired success. British mills, while formerly permitted to make heavy goods for export only, are now prohibited from even this, and the goods half-promised for Spring, 1919, will be light weight.

Overcoatings Very Scarce

There will be very few overcoatings available aside from stocks already held by the clothing makers and the retail trade. No cloths are obtainable from the British mills, and none from the United States mills can come in. There are a few orders in with the Canadian manufacturers. At least a few of these orders will be delivered. But in many cases the allotment of orders for overcoatings will not exceed 10 per cent. of the original order, and in some cases 20 per cent. may be alloted. There will be no meltons at all, unless those that are now in stock, for the only place that these can be had is in the English market, and this is closed to the Canadian and the American trade.

No More Self-Backed

The heavyweight self-backed overcoatings formerly used for the highest class men's wear in Canada, and formerly easily imported at reasonable prices, are now absolutely unobtainable. A piece of this seen in a manufacturer's stock recently by MEN'S WEAR REVIEW, was worth $9.90 per yard. Formerly it could be had for $3.50. Suitings formerly selling at $2.50 per yard are up to $6.00, and have not the same weight or wearing quality as the old goods. The British mills hold out hope for only the sparsest possible supplies, and do not promise to maintain prices at the figures quoted with samples. In fact, cases are many where the orders cabled immediately on receipt of samples were met with advanced prices, and prices yet again advanced.

"War Fabric" Threatened

A war fabric, forty per cent. cotton was threatened recently, and may be made under Government order in Britain. But in view of woolen experts in Canada, the English mills would rather go out of business than to make an inferior fabric and have it known that they were doing so. There are old-established mills in England whose owners would cease to make anything but military goods rather than send out from their looms cloth forty per cent. cotton. Under absolute compulsion they might make it, but the English woolen industry is struggling along under compulsion enough at present, and there are signs that dissatisfaction with official control is not entirely absent in spite of the win-the-war spirit.

Raw Wool Supplies Enough

Enough raw wool exists for military and civilian purposes, and there are experienced merchants who have no fears for any real wool shortage, especially if people go short on extra suits in 1918. But the English clip is curtailed by the killing of animals for food, and the Australian and New Zealand wools are across perilous waters, and wait long for very scarce ships to carry them to market.

Canadian wool growers, whose product is increasingly valuable and being used in making cloth for men's wear more and more, have recently formed a company to market their clip, but first made offer of their whole 1918 clip to the Canadian Government. This offer may be accepted, in which case both Canada and America will go the shorter of wool for civilian wear. Altogether the outlook for woolen fabrics never was more uncertain, and the general opinion is that prices will remain high, in fact, cannot possibly come down in any hurry. But for those who can pay for the goods, there will be woolens, and quite good woolens.

CHANGE IN ADDRESS

Messrs. Urquhart, Carvalho & Co., Ltd., (South American Merchants) late of 162 Oxford Street, London, W. 1, Eng., are now located at 111 Great Portland Street, London, W. 1, Eng.

STYLES THAT SAVE WOOLENS FIRM FOR 1918

There Will be Double-breasted Sacs—Pants Will Keep the Cuff—All Kinds of Lapels Will Appear—Vests Will be Very Plain—Overcoats in Neat, Snappy Styles —Some Winter Overcoats With Fur Collars—Some Double-breasted

CONDITIONS as regards the supply of woolens grow no easier, and though the selling points in favor of style are many, and style is reluctant to submit to curtailment, the effect of stern necessity will be to bring all manner of men's wear down to the standards of "Plain Jane—No Nonsense."

Puritan Absence of Frills

There have been edicts against frills and furbelows in days gone by, and across in the States the indications of January were towards the coming again of edicts affecting apparel. But edict enough, apparently, is the shortage of woolens and their huge cost. No manufacturer of men's wear whose goods have been in good repute will be anxious now to jeopardise quality by trying to include unnecessary embellishments.

Workmanship Improved

Quite to the contrary. The effect of the wool shortage is curiously enough to improve quality, that is quality as regards workmanship. This is one of the points the shrewd dealer in men's wear will note with interest and to his advantage in dealing with the situations arising from the wool shortage. Styles have been affected to some extent. Materials are not as good in proportion to price as formerly. But there are both value and wearing quality in the new season's men's wear. These will be found in the workmanship. The war has done much to improve workmanship in many fields of industry. In the field of ready-made men's wear the war, with its accompaniment of wool shortage, has thrown emphasis on workmanship. Dealers will discover this. Customers can still count on the wearing quality of clothes made by the high class houses though woolens are not by any means what they were before the war.

Where Good Work Comes In

In the linings, in the seams and facings, in cut and in finish the better grade workmanship will be found. A woolen fabric with less weight than goods of the same class and price before the war must have better linings, better canvas and haircloth, better thread and better trimmings altogether used in its manufacture into men's wear especially when that men's wear has to be sold at much higher prices than before the war. These improvements are being adopted with conscientious care by clothing manufacturers who have firm reputations to think of. It may be said that never was men's wear more carefully made in the factory than it is being made this year. And the wool shortage, and the war are responsible for the advance of quality in workmanship as well as for the advances in prices.

Silk Stitching—"Stayed" Buttons

Many a good grade line of men's wear will be silk stitched in seasons to come, for ordinary thread will not give the wear

Young Men's Sac Coat. Vertical fitted pockets. High waisted and with buttons placed high. Small sleeve. Small notched collar. No padding. This coat is made up very soft, and represents a distinctive style for the season.

the first grade manufacturer wants to guarantee in the garments his factory turns out. With such high grade workmanship as manufacturers are getting into their lines to counteract wool conserving necessities there is no longer room for anything but the best in details essential details such as thread.

Buttons are going to be "stayed" more often in the new styles for Spring and Fall. This extra attention is required because the fabrics have not the same super-weight they used to have, and no manufacturer with a reputation to maintain is taking any chances on the buttons tearing out. The little touches of finish in such details make all the difference in wearing quality of the garments, and add in their way to the general style which is up to a veritable war-standard of neatness, efficiency, and utility without ornament.

There will be style enough in the cloth conserving men's wear of Fall, 1918. As one expert said emphatically, "We are not sacrificing style for inch savings in wool. We couldn't afford to."

How Far "Inch" Savings Go

But the manufacturers of men's wear are making inch and more than inch savings in woolen materials even if they are not ready to throw style overboard to do so. It is calculated that about an eighth of a yard of material is being saved per suit under the new cloth conserving movement on foot. It means an appreciable saving of woolen goods, but is nothing to the automatic saving that takes place when customers go with fewer suits than formerly, and already something of this sort is being noted. Should this economizing on the part of consumers become wide-spread there will be no more fear of wool shortage. This is the opinion of a manufacturer of long experience and whose word carries weight in the men's wear business.

Neatness in Spring Styles

It is not expected that cloth conservation will be very apparent in the styles going out this Spring. But amongst the embellishments that used cloth and did not add to the utility of the garments was the belt ,and the belt vanishes from styles of the future. The pinchback has passed: barely a trace of its influence remains, though here and there in the designing of a form fitting coat there may be found even yet a faint indication of the pinch-back idea that had such sudden swift vanishing vogue. Norfolks there will not be in any number. The simple Norfolk for sports use, and special measure business will always be styled to some slight extent. But it will not be shown with samples. In the same way there will be fancy styles on some first rate firms' style sheets, but these will not be sampled. They may be made to order for dealers who desire to include them. They will not constitute a strongly leading style in any sense. Neatness and moderation in every respect will be the characteristic of the

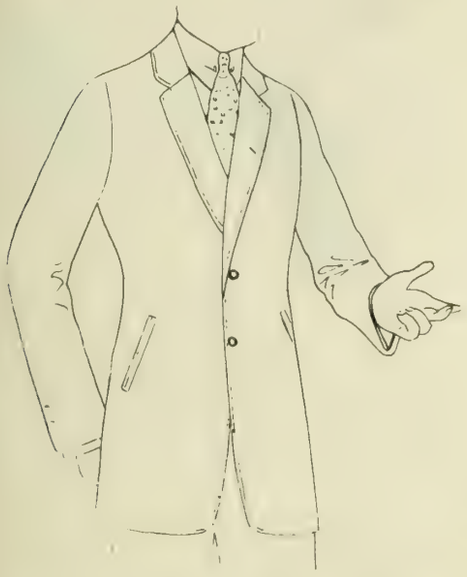
Spring styles, and still more so for the Fall.

Some Double Breasted Sacs

It will be recalled that the designers at the National Association Convention in New York were not entirely decided against the double-breasted style in young men's sacs, and indeed in men's wear styles for the middle-aged. The double-breasted coat is curiously characteristic of some men, and their demand must be fairly met. It will be met. Manufacturers are showing double breasted sacs for young men and for older men this Spring. The styles are neat, and closely confined to lines of utility rather than mere style. There is no lavish use of material about them, but no hint of skimping as may be well imagined. The skirts of the coats are sufficiently full and free. Lapels are reasonably wide, but not long soft rolled lapels such as used to go with some double breasted styles. The coats are slightly form fitting. Almost every line of young men's wear in 1918 possesses the form fitting feature. It is part of wool conservation of course.

Vests Will Be Very Plain

The plain five button vest is to be almost wholly adopted for men's suits in 1918. While flaps on pockets are not altogether banned from sac coats, and cuffs are most certain to appear on pants, the wool conserving policy of the period will prevent any great embellishment of vests. There will be no more of the fancy bellows, and flapped and patch pockets peculiar to the very fancy



Young Men's Two-button Sac with slanting welt pockets. This style indicates the general tendency of young men's sac suits for Spring, 1918. Lapels in many variations of this style will probably be less pronounced.

vests of the season of pinch-backs. Fitting will be very finely achieved, and simplicity will be the style excellence of the 1918 vests.

In coats there will be many slant slashed and vertically cut pockets in the young men's styles for Spring and Fall. These pocket styles are very wool conserving, having no possible excuse for the flap which will appear in many of the styles having the horizontally cut pocket.

Overcoats for Fall 1918

Wool shortage will be found to have produced some particular points of interest in the overcoat situation for the Fall of 1918. Especially neat are the new Spring styles in overcoats, now being shown, and there is abundant variety in these within limits of the quiet styles which rule.

All the leading designers are including the vent in overcoats for this year both for Spring and for Fall. There is a phase of wool conservation which affects the overcoat market in the large cities, but which is misleading as to style. This consists in the marketing of special orders of immense numbers of decidedly cheap overcoats which reveal every indication of wool conservation regardless of real style. They have form fitting effects, and small skimpy lapels, and do not feature the vent at all. As temporarily satisfactory sales getters in present price conditions these overcoats serve their purpose and meet a quite decided demand. There is nothing against them as cheap goods, but to regard their peculiarities of cloth conserving build as a veritable cloth conserving style is a mistake. They conserve cloth not for patriotism but for profit. They do not make up for material drawbacks by adding extra workmanship as do the overcoats of first grade manufacture.

Normal Lapels for Winter

All kinds of lapels are to be found in the styles of this Spring and for Fall and Winter the lapels will show plentiful variety but will be normal in width. Narrow lapels are never in lasting vogue for Winter overcoats. But the notches of lapels this season both in suits and overcoats are bound by no hard and fast rule. Only they will partake of the general conservative tendency, and will not feature themselves in fancy ideas. There will be velvet on overcoat collars this year. Several of the latest for Fall feature this, and some Spring styles.

As mentioned last month the length of overcoats will be 43½ inches for general wear, but for young men there will be 39 inch and 40 inch overcoats, smart and snappy, and a clever little raglan shouldered overcoat will be 39¼ inches in length, the extra quarter inch making a difference in design that just sends this particular style over the top. Here is a case where the most patriotic manufacturer cannot afford to sacrifice style for even a quarter inch wool saving.

In the main, however, overcoats will be simple, plain in every line, and properly cloth conserving. Some double breasted styles will be found, and with every indication of being good sellers. Form fitting characterizes overcoat styles more or less this season for young men, but there are smart slip-on box coats, and the covert coat style will also have vogue.

Wool Shortage Brings in Lining

Lined overcoats for Winter 1918 will be widely featured. This is one effect of the wool shortage. The self-backed fabrics of former times are so very hard to get now, and so immensely expensive, that a substitute had to be

Sac coat on simple conserving lines for young men's wear.

found that would bring Winter overcoats of the same general style as the self-backed within the bounds of reason as to price. This led to lining.

Overcoats manufactured from the self backed fabrics still available would run very high in price at retail. The fabrics are now worth $9.90 per yard. That would mean $35 for cloth alone to make the overcoat, and the retail price of such an overcoat would be around $60. Customers for $60 overcoats are not as numerous as they might be in Canada, and in consequence the lined overcoats will appear this Fall.

Lined Overcoats Very Good

Advent of the lining in heavy-weight overcoats will be found to add a great deal of quality to coats of this class, and is on a par with the feature already mentioned of adding extra good workmanship and extra good trimmings to garments made under wool conserving principles, and with wool shortage lighter weight fabrics. The linings are usually in cheerful checks, not too violent, grays, warm tones, and plaids. Their fabric is light, strong and warm. They re-inforce the outer fabric, making it further wind-proof and add an extra layer of air-space to the overcoat which counts for extra warmth in wintry weather.

Stitching and Fur Collars

With cloth conservation in view there is an absence of exterior embellishment in all lines of men's wear except the few frankly "fancy" styles which may be made to order but not shown in samples.

Stitching comes into play as embellishment in overcoats to a great extent, and may be found occasionally in suits though with far less emphasis. There is a stiffening merit as well as the adorning effect in the stitching, and overcoats are the better set for it.

Amongst other notes of extra attraction in overcoats for the Fall and Winter of 1918, there is the fur collar. This style was noticeable in the States a season or more ago, and had some vogue there during which its qualities of comfort became appreciated. Very naturally it has found its way into Canada where the style may become popular for Winter wear especially in the centres subject to severe cold snaps, but not to the continued zero weather which calls for all fur overcoats. These fur collar overcoats conform to the general styles of overcoats for 1918, but the fur collar is a shawl collar. These coats are not likely to be made in any low priced lines. Probably $20 each is the lowest price to retailer that any of them will call for, and they will go as high as $100 according to fur used.

Well-Fitting Overcoats

The latest styles in overcoats, as estimated from Montreal opinions, will be those with well-defined and tight-fitting lines, and they will be quite short. This is as applying to the double-breasted styles, and of these there will be some variety—more than some have anticipated.

The feature to be noted particularly is that of the fur-trimmed lapel, and the variety that will be afforded in the matter of collars. These will be of the "notched" and "saw" effects. Fur is playing an important role, and of this the varieties will be those of Hudson seal, nutria and beavers. Some of these will be detachable, while others will be fastened to the coat.

In the matter of lengths these will vary from 38 to 40 inches, and while they will be narrower at the waist, they will be quite as full at the base as formerly. There will be some scope in this respect.

Trench Coats

The trench coat will follow the same lines to a great extent, both as to style and in the matter of the fur collars. The fur-collared coats will all be double-breasted. In the length, however, the trench coat will have greater consideration, the range being from 40 to 46 inches.

The "Newmarket" Back

The "Newmarket" back will be featured on the trench overcoat and will have a centre seam as well as a side seam. It will open to the waist, and side slash pockets and a variety of side pleats will be featured also. This will make a coat that will probably appeal very strongly to the young man.

Comfort Standards Count

"In overcoats, double-breasted styles will be made with the large French facings," said a Montreal designer. "This adds warmth to the garment, and in Canada these warm facings cannot be eliminated or skimped. Even in the United States there is still one style of double-breasted coat, owing to the need created by the excessively cold weather there. Notwithstanding all the conservation talk, men demand, and will have, comfort, and while some have argued that the facings that have always been used on these needed great coats, it is another matter to carry these suggestions into effect.

Fur Collars for Sure.

There will be a very large demand for and a popular reception of the fur-collared coats. These will figure prominently next Fall. Hudson seal and beaver collars will be specially popular.

Some have argued that chamois will be popular and in big demand, but the increased cost for a coat so made will prevent its becoming a big seller. Overcoats will have to be made with the regulation facings, thus retaining the "set" of the coat, and imparting the needed warmth.

The Way of the West

"Suits will be cut very close and flaps largely eliminated. The all-around 'belter' has gone for the present. The West still demands and will have the big, heavy and loose-fitting coat." This is a Montreal designer's opinion based on close observation of style trend of late.

"Young men's suits will still be featured with belts to some extent," is an opinion also from a Montreal clothing house. The waists will be narrow and tight-fitting, and the length about the same as has been used the past season.

Quite a variety of double-breasted suits will be featured, and these will be as long, and in some cases a little longer than they have been the past season or two. Sleeves are narrow.

Trousers Conservative

Trousers will be about the same and will be offered with cuffs. In this respect the buyer will be afforded some variety of choice, and there will be the narrow effect to trousers, but the same will not be as arbitrary as some have suggested.

Tight Fitting—Well Tailored

"We are not showing any pleats, patches or belts," said another Montreal expert.

"The extreme young men's suits will be tight-fitting, and the tailoring will be a bigger factor and greater feature than the extras, which now will be much fewer than formerly. There will be many slash pockets, mostly of this sort, and for 1918 the garments will be finely tailored ones.

The two and three button coat is popular, but the two-button effect may predomina e. In overcoats, that of the Belgian trench effect will be much to the fore and will be considerably shorter than that sold a year ago.

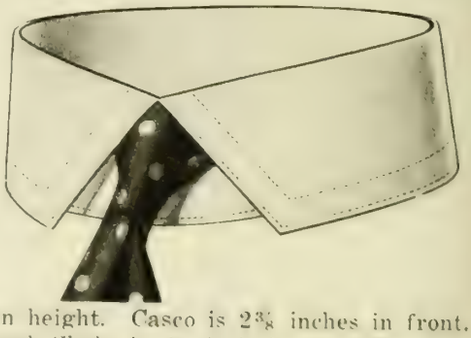
OPENS IN TORONTO

E. A. STRASER has just recently reentered the men's wear field, having opened a splendid store at 1044 Gerrard Street, Toronto. About six years ago, on account of ill-health, from which he has fortunately entirely recovered, Mr. Straser sold out his business in Waterloo. There he had fought a winning fight in the interest of the special measure clothing system. Mr. Straser was the first in Waterloo to take up this system. It was hard sledding at first, he says, but in face of competition from six merchant tailors he built up a splendid business and saw three of the merchant tailors give up.

Tenders have recently been called for and contracts given for 107,000 pairs of trench boots. One order for 50,000 pairs went to a Quebec city firm, the remainder of the requirements was secured by two Montreal manufacturers and a concern in St. Hyacinthe, Quebec. The boots are to be delivered by the 1st of June, 1918. They are made from specially tanned leather, the product of Ontario tanneries.

TWO NEW COLLARS

CASCO and Clyde, the two new Arrow collars for Spring are introductions which conform pleasingly with the trend toward the military negligé in men's dress. The fronts are cut away sharply, affording plenty of knot room. The lines afford a smart yet negligé appearance that is most attractive. The collars are alike except



in height. Casco is 2⅜ inches in front, and Clyde is ¼ inch lower. The new collars are now being shown to the trade and will be introduced to the consumers about Easter time. The collars have double stitching, and are cut so that they conform with the soft shirts, and the tight-fitting coat collars of the period.

STILL REPRESENTING C. C. & M. CO.

IT IS said that rumors have been circulated in some parts of Eastern Ontario to the effect that Mr. Geo. Braden, representative of the Canada Cycle & Motor Company of Weston, is not now covering his territory.

This is an error, as Mr. Braden is still travelling Eastern Ontario in the interests of the Canada Cycle & Motor Company with a line of spark plugs, chains, batteries, etc., as well as automobile skates, C.C.M. bicycles, and bicycle accessories. He expects to be making regular visits to the trade in his territory for quite some time yet.

NOW IS THE TIME TO KILL THIS

Department of Militia and Defence Indicates Intention to Issue Civilian Clothes to Returned Men—Means Waste of Country's Money and Grave Injustice to Men's Wear Merchants

THE Government, or the Department of Militia and Defence of the Government, have in mind supplying returned soldiers with civilian clothes. This was tried before—in the early days of 1917. Then the suits given were said to cost only $11, and a Government bought suit at $11 probably was not very high quality. Anyway, the rumor then spread that returned men were throwing these outfits away, or selling them for a dollar or two. Complaints were made and the policy was given over, in its place a certain sum of money being given each soldier upon his discharge, this to make sure he would have available the funds necessary to secure a civilian outfit.

Inquiry Made

Recently MEN'S WEAR REVIEW heard rumors that again the Government—through the Department of Militia and Defence—was planning to equip soldiers. The scheme, as the rumor came to MEN'S WEAR REVIEW, was to give each soldier a suit, overcoat and cap, and the sum mentioned to be spent for the complete outfit was $13.

On February 18 a letter was sent the Department of Militia and Defence, and just as the last forms are going to the press an answer was received. It is reproduced herewith.

This letter, in reply to the inquiry of MEN'S WEAR REVIEW, makes it seem clear that a move to clothe returned men in civilian outfits is contemplated. Says the department's letter: "It is expected that in the near future we will be in a position to issue to them (the soldiers) a complete outfit of first-class clothes, including overcoat and cap."

MEN'S WEAR REVIEW feels such a move would be in the interests of no one, unless it were the contractor or contractors who received the order for these "complete outfits of first-class clothing." Perhaps, seeing that patronage is dead, there would be no great benefit even to the contractors.

There certainly would be a hardship wrought on the men's wear trade. It seems that this trade should, therefore, make strong presentations of its side of the case to the Dominion Government.

Briefly—this article must be brief, for the presses wait—a clothing of the soldiers as is suggested in this letter would achieve one or more of the following results:

If the clothes were poor as to materials, workmanship and fit, they would be giving practically no service to the soldiers, and they would, therefore, be simply a great cause of wasting money—this, moreover, at a time when economy is everywhere urged.

If the clothes were all alike the returned soldiers would simply be stepping out of one uniform into another, but poorer one. All who know men who have come back know how these men delight to get into "mufti," because this is different. This knowledge makes it seem very certain that many of these uniform civilian suits would be worn little, if at all. Thus, not only would money be wasted—a part of the Victory Loan perhaps—but wool, so scarce at the moment and so badly required, would be squandered.

Government in Competition

On the other hand, if the "complete outfits of first-class clothing" were really good, it would mean practically that the Government was going into the clothing business—was picking out its customers, picking out a small body of preferred manufacturers to fill its orders—this, of course, to the great disadvantage of all the men's wear retailers handling clothing, and to the consequent disadvantage of the great majority of the manufacturers.

MEN'S WEAR REVIEW is so closely allied to the men's wear trade that it hesitates to say too much on this subject, yet it will surely be conceded by all that the men's wear trade has played the game since this terrible war commenced.

Merchants have seen their customers walk past in khaki—customers for clothing no longer. The men's wear trade suffered, though it faced the situation in the right spirit, found new sources of trade and won out. Still, if anyone is to have the privilege of supplying civilian clothes to the returned men shouldn't it be the men's wear merchants—the merchants from whom the soldier used to buy in the old days? From this merchant the soldier will get what he wants; will get the best in style and fit. Moreover, he'll get the fairest of fair treatment, probably including a discount.

This matter of the Government attempting to clothe the returned men hasn't been determined upon yet—at least so the Department of Militia and Defence's letter would indicate. The idea should be killed in its infancy. It seems impossible for such a scheme to work out in the interests of the greatest number. Let the Government give each discharged man the money the clothes will cost. That sum he could put into purchasing his civilian outfit, thus neither money nor wool would be lost.

H.Q.54-21-15-3.

E.R.

Department of Militia and Defence,

Ottawa, Canada,

February 22nd, 1918.

The Editor,
The Men's Wear Review,
143-153 University Avenue,
Toronto, Ont.

Dear Sir:-

With reference to your letter of February 18th addressed to this Department, I might say that the question of the issue of civilian clothing to soldiers on discharge is now being carefully gone into and it is expected that in the near future we will be in a position to issue to them a complete outfit of first class clothing, including an overcoat and cap.

Yours truly,

Surgeon-General,
Deputy Minister.

MARKET REPORTS

THE MARKETS AT A GLANCE

THROUGHOUT the month the principal raw products that enter into the calculations of the men's wear trade have remained fairly steady. Cotton with but slight fluctuations of a fraction of a cent has held steady between 31c and 32c. It seems now more than likely that all thought of Government control of this essential product will be abandoned.

Wool allotments to Canada will be 11,200 bales greater than last year and it is generally felt that the mills will have sufficient supply to operate to capacity. The greatest shortage exists in tops, which are the longer fibred portion of the wool after same has been combed. The principal reason for this shortage lies in the fact that from time immemorial all or nearly all combing has been done in England and but few of our plants here are equipped for this work. There is also some talk of the Government commandeering all Canadian grown wool at a price that will be acceptable to the breeders so as to prevent this wool leaving the country as it did last year.

Overalls, as predicted, have advanced 50c per dozen and will be still further advanced on the first of the coming month. The new price on standard lines will be $24 per dozen.

The expected advance in collars has not yet materialized but it seems certain that it will not be long delayed. So far, however, no manufacturer will state just when the time will be. All report a heavy business being done in soft collars, particularly the striped silk variety. Neckwear houses are very busy and it would seem a healthy indication as to the condition of the men's wear trade generally when one sees the amount of high class neckwear that is being manufactured and sold. Swiss silks are entirely shut off owing to unfavorable exchange conditions and New York reports that Canada is drawing heavily upon the neckwear silk market of that city.

Prices are not yet announced on Fall lines of hats. It is expected that same will be definitely known inside of two or three weeks but each manufacturer seems to be waiting for the other to make the break. There will be, of course, considerable advance and fur hats to retail at $3.50 or possibly $4 will likely be the cheapest available, although there may be some poor qualities come to light that can be sold for $3.

Business generally seems to be fair considering the time of the season. The early Easter should stimulate things considerably and dealers generally seem to expect at least a good average business. The order of the Fuel Controller closing all business for three days lessened the week's turnover and some wholesalers report that this is given as excuse for renewing paper in some instances. Remittances on the whole, however, are up to normal.

COTTON STEADY

Cotton Remains Between 31c and 32c—Likely That There Will be no Government Control

COTTON.—The cotton market has been quiet during the month with prices remaining fairly steady between 31 and 32 cents. There has developed considerable opposition during the month over the threatened Government control of prices, and it is more than likely that this will be dropped entirely in so far as cotton is concerned. Nearly every account at present fixing so far has had the effect of facilities to cut down production, and it is believed that production is what is badly needed, and the people will pay whatever price is necessary. When it is clearly established that there will be no interference with the price it is expected that further advances will materialize.

One of the important cotton men sums up the situation as it appears at the end of the year 1917 thus:

The present small crop is the third small crop in succession. Taking the present crop at the extremely high figure of 12,250,000 bales, the average of the last three years would be 12,670,000 bales, against an average of 14,671,000 bales for the preceding three years.

Consumption by American mills was never so large as at present. Including linters the figures may reach 8,000,000 bales, while during the season before the war, that of 1913-14, only 5,690,000 bales were consumed. Mills are making more money than ever before; they have orders on their books for many months to come at profitable prices, and the price they have to pay for cotton is not expected to deter them. They will run all the cotton through the mills that the spindles will take.

Farmers are financially in a strong position. So far they have held their cotton well and can hold any length of time if they prefer to do so.

Prospects for a larger crop next year are not discernable. Present conditions indicate that we may well see a fourth small crop. All things except the present high price with its allurements to farmers to plant more next year point that way. The labor situation at picking time next year will be even worse than it was this year on account of the military demands. Under the same weather conditions the soil is apt to produce less for lack of sufficient fertilizer and less cultivation before picking time.

WOOL ALLOTMENTS

Amount for Canada Greater Than Last Year—Government May Commandeer Canadian Wool

WOOL.—During the month there have been several important developments in the woolen situation. In the first place the allotment of Australasian wool has been decided upon, and as already announced in these columns the price will be higher than that paid last year. The increase will be between 5c and 10c per lb. according to the grade of the wool. The total amount allowed to Canada this year will be 35,000 bales, of which 25,000 will be New Zealand, and 10,000 Australian. This will be an increase over the previous year's allotment of 11,200 bales, but against this there is the fact that during the early months of1917 large quantities were still coming direct from Great Britain, and of course this supply is now entirely shut off.

Another important item of news is the formation of an association of sheep growers, who will, in a co-operative manner handle the clip of the Canadian breeders. There has been considerable feeling that Canadian wool should not be allowed to be sold out of the country when the need for same is so great here. It is not expected, however, that there will be any attempt to restrain this as the Government is doing all possible to increase the sheep industry in Canada, and any attempts at coercion will, it is felt, have a deterent effect on this. There is, however, some chance that the wool for 1918 will be commandeered by the Government at a price that will be agreeable to the breeders, and which will give the manufacturers a more stable basis upon which to figure.

Canadian manufacturers are at a big advantage over their United States competitors owing to the methods of the Wool Commission allowing Canada large quantities of wool at a price which will equal, when scoured, about $1.40 to $1.50 per lb., while the Boston auction sales have been bringing prices that are equal to $2 for the same grade wools.

NO SWISS SILKS

Dye Situation Causes Advances in Silks —Swiss Silk Now Impossible Owing to Exchange Rates

SILKS.—All neckwear silks have firmed up considerably during the month. For reasons given elsewhere in this issue the Swiss silk market is entirely closed, and manufacturers are compelled to rely entirely upon the American market. Possibly the principal reason that has caused the last advances has been the dye situation. The Dyers' Association recently advanced all prices between 1c and 2c per yard, and report that a new list will be issued very shortly, when still higher prices are expected.

In so far as raw silks are concerned there has been practically no change. Supplies which are largely in Japanese hands are firmly held, but no advance seems to be expected as it is believed that there are considerable stock accumulations owing to shipping difficulties.

HATS AND CAPS

Fall Prices Not Yet Settled—Cheapest Hat Likely to be $3.50 or $4.00 Retail

HATS AND CAPS.—The hat market is still one of great uncertainty. Canadian manufacturers seem to be waiting for one another in so far as naming Fall prices are concerned. One thing is understood, they will be higher considerably, but actual figures are not yet announced. The minimum price that will be asked for a fur felt hat will likely be in the neighborhood of $25 per dozen, and there are some who say that $27 is nearer the correct figure. Retailers all expect that the consumer will be looking for a high grade hat, and around $6 is spoken of as a popular price over the counter.

Spring deliveries of British hats are not nearly complete, and jobbers are having considerable difficulty soothing the anxieties of their customers. Direct import orders are being filled first, and in consequence there is but little stock to be picked up from the jobbers.

The fur shortage is making the United States manufacturer wonder if something cannot be done to utilize the fur from the jack rabbit of the American prairies, and there will likely be something in this line worked out before very long.

WATERPROOFS

British Supplies Largely Shut Off.— Dealers Selling Principally From Stock

WATERPROOFS. — Waterproof houses report practically no imported goods, either British or United States, coming to hand. Some will go so far as to say that when present stocks are sold out they do not know where they will go for supplies. Meanwhile there are, however, considerable stocks in the country apart from the products of the Canadian manufacturers. There are no price changes reported during the month.

WEBS ADVANCE

Advances of 10 Per Cent. to 20 Per Cent. on Elastic Webs—Suspenders Likely to Advance in Near Future

SUSPENDERS.—Prices on all suspender webs are advancing very materially. One line of good quality that was sold at 9¼c was advanced during the month to 9⅞c. A cheaper grade that was 6c showed still greater advance as it is now held at 7⅛c. Suspender manufacturers in consequence feel that it will be necessary for them to further advance prices in the near future. Of course, it is hardly necessary to state that all other materials besides the webbing have gone up, and, one of the most important of all, labor demands are insistently heavy. In the face of all this there are many lines of ssupenders on the market at prices that prevailed two or three years ago but advances may be expected at any time now.

OVERALLS UP

Prices on Overalls Advance 50c. Further Advance on March 1—Will be $27 by Fall?

OVERALLS.—As predicted in last month's issue of MEN'S WEAR REVIEW, overalls were advanced 50c per dozen on February 1. There will be another advance on the first of March that will take effect with pretty nearly all standard lines that will bring the price to $24 per dozen, or $2 each wholesale. It is believed that this is not all, but that each month for a while will see an advance as manufacturers freely state that they expect overalls, to be $27 by Fall.

The cheapest line that is of any value that apparently is on the market is held at $20, and this line will be advanced to $22.50 in the very near future. Retailers who are still retailing standard lines of railroad overalls for $2 would do well to study these figures.

NO ANNOUNCEMENT

Expected Advance Not Yet Materialised —Big Soft Collar Season Predicted

COLLARS.—The expected advance in collars has not materialised as yet, but there seems little reason to doubt but that it will be here in the very near future. As one agent, closely in touch with the situation, said, "It may not take place until August or it may take place any time, but I am firmly convinced that the advance will come, and it may be quite considerable. When it is considered that collars have only advanced from $1.10 per dozen to $1.35 since the commencement of the war, and when all other advances in raw material, labor, and so forth are considered I think we should congratulate the collar manufacturers for holding their prices down as long as they have."

UNDERWEAR

Retailers Buying Lightly for Fall—It is Felt That Higher Prices are Holding up Orders

UNDERWEAR.—Practically all houses who have travellers on the road for Fall underwear business report that the retailers are buying very lightly just at present. Some take the view that retail stocks are heavy and this accounts for the limited demand. Others again say that the demand is there and will materialize later on and point to the fact that a slight price concession in any one line will cause a rush of business. They also point to the fact that retailers bought very lightly for Spring in underwear but lately there has developed quite a healthy sorting demand that it is expected will make up for the lighter placing business.

HATS and CAPS

FALL HAT PRICES TO BE ANNOUNCED SHORTLY

Manufacturers Hesitating to Set Figure—Trade Demanding Good Quality Hats—Quality Will be Featured This Season as Styles Will be Staple

THERE is little of definite information to give this month in the hat situation except that prices are continually climbing and the fur shortage becoming still more pronounced. As a feature of this the amount that is being used by the United States Government for hats for their millions of soldiers is worthy of consideration. It seems that there simply is not enough fur in the world to meet this extra demand along with the usual civilian requirements. This fur shortage is making the United States manufacturers wonder if some use cannot be made of the ubiquitous American bunny. There are millions of wild rabbits in America and at one time their fur was freely used in hat manufacture but it has proved to be hard to work well into the felting. Difficulty is experienced in the sizing and the felt is liable to come out grainy. Now, however, the shortage of the imported article is bringing the home grown variety into popularity and the price of the skins has advanced rapidly. The cotton-tail is the best variety for hat fur and next to this comes the jack-rabbit.

Fall Prices Not Yet Named

Wholesalers have not yet received samples for Fall and are unable in consequence to quote prices. Canadian manufacturers are apparently each reluctant to name a price and start the ball rolling but it is almost certain that something definite will be known in another couple of weeks. There is no doubt of one thing and that is that there will be a considerable increase. It is thought that the cheapest hat produced in Canada will likely be about $25 although there are some who will put this figure at $27. At any rate the retailer will find little stock that can be retailed for less than $3.50 and possibly $4 will be the popular low priced hat.

Trade Demands Good Hats

All retailers interviewed expressed their experience in the present demand for high grade hats and most of them feel that $6 lines will be the big sellers. Hatters thus feel assured that the coming season will be a good one in so far as volume of sales is concerned, as it is easier running up a big day on $6 hats that it is on $2 hats even if there is considerably less of them sold. The fact is the cheaper quality hats of to-day do not satisfy the well dressed man and he will buy quality all the more willingly when styles have become so stabilized as they have at present.

Little Change in Styles

This brings up the question of styles. There will be little change. The crease crown staple shape of the last season's dimensions will constitute 95 per cent. of the business done. The novelty features will be in the bands—such as two-tone effects and sash styles. New York reports that there will be a large demand for Fall in velours and rough effects generally.

Hard hats continue to be a merely staple seller with the limited clientele which will always continue to demand these. There is also little change in the style of these though possibly a little more roll will be seen in some of the brims.

Importance of Caps

With caps retailing around $2.50 to $3 these have become an important section of the hatters' business. It is noticeable that exclusive hatters are giving up considerable space to this line at present. "Time was," said a leading Toronto retailer, "when the only man who bought a cap was the one who could not afford a hat but this is entirely changed now. Young men buy caps for their stylish appearance and will often pay as much or more for one as they would for a hat."

Spring Deliveries Slow

Deliveries are still dragging on Spring lines. A Toronto jobber who specializes on British lines states that he is having troubles all his own these days answering the telephone and dictating letters trying to soothe the impatience of his trade. "It is unusually hard to do this season," he said, "as we know no more than the customers themselves when we will get the goods as the first intimation we get is the bill of lading upon their arrival in Halifax. In the old days we always knew what boat they were coming on and so forth and could keep pretty good track of their whereabouts and have some definite information to give but this is all changed now."

As direct import orders are being handled first by the British manufacturers there is very little jobbing stock on hand.

An interesting feature of the hat trade is the attempt of a number of United States hatters to create a demand for men's hats among the young women and thus partially fill the gap in the trade caused by the enlistment of their young men customers. While Canadian girls are usually a little conservative along just such lines as this it will be interesting to note whether any success greets this attempt.

Altogether the prospect for the Spring hat trade is favorable from the retailer's viewpoint. Efforts should decidedly be made to sell quality hats that will give satisfaction. The opportunity is a splendid one to educate the trade away from the method of buying to a price.

MARKET FOR OLD HATS

ARE there any old hats on your shelves that you wish to dispose of and which it is difficult to sell in the regular way? A market has now become available for these.

For stiff hats is being offered up to $4 per dozen, according to the condition of the hats and their size and quality. The measurements of brim and crown are taken into consideration. From $6 to $7 per dozen is being offered for soft felts both black and other shades.

The Dubrule Mfg. Co., 164 McGill Street, Montreal, is making this offer—how the old hats are to be used they do not state.

COLLARS OF SAME MATERIAL AS SHIRTS POPULAR

These Will be Shown in Better Qualities For Spring Sorting—Advances For Spring, 1919, Will be Hardest Jolt Yet—Will This Mean Much Buying Ahead?

PERHAPS the feature of the shirt market is the tendency toward shirts with soft collars to match the shirt in material—separate collars, of course. Some think the move in this direction is partially due to the sale of the brightly colored silk soft collars. In any event, the new models for Spring will, many of them, be of this collar-of-the-same-material variety.

The move is a sensible one and seems sure to find favor with many of the men's wear stores' customers. Soft collars have been making a big hit—a bigger hit with each season. They seem here to stay, and for Summer wear the collars of the same material are suitable as well as comfortable. They give the novelty, moreover, which stimulates business. Of-course, these collars of similar material to the shirt will be for informal wear, but one may well expect to see such shirts worn at all hours and in practically all places during the Summer months. There seems a likelihood, moreover, that they will be generally worn for business during the Fall and Winter.

What of Bright Silk Collars

A difference of opinion exists as regards the brightly colored silk soft collar. There are those who think this but a passing fad—one which will very shortly run its course. After sounding the trade thoroughly, however, MEN'S WEAR REVIEW is of the opinion that this collar—while undoubtedly a fad—will have an extensive run; at least a run through the coming Summer months. The collar is now getting generally known; to the young, the boys of from 16 to 20 especially, it exerts a strong appeal. It is surprising, moreover, that these flashes of color do not look half as loud as might be expected. Perhaps in these days it does us good to see such bright touches on the fine boys who are now filling a larger place in industry than in the happy pre-war days.

By the way, the shirts with soft collars to match seem likely to be purchased most largely in the better qualitiesffi at, say, $19.50, including the collar. The collars will be of different styles, with perhaps the long point being the most popular. Many such styles will be shown for the Spring sorting business, but perhaps few will be taken out until the end of March or the early days of April. Each season is getting a little later now, and it will be nearer the 1st of April than the 1st of March before many travellers take the road.

Anxiety as to Prices

The question of prices is causing great anxiety. For Fall shirtings a considerable advance will generally be quoted, but there are strong indications that the prices which will have to be asked for Spring, 1919, lines will be much greater than any advance over the previous season which have yet been quoted.

Just what this will mean as regards the retailer's buying policy is hard to foretell. Some retailers intend to lay in goodly stocks of certain reasonably staple patterns to insure a stock of goods which they can put on sale at something like old prices in Spring, 1919. This, however, is not a policy which is regarded as altogether wise. One manufacturer, whose interests might seem to be to do all possible to stimulate sales of the Fall, 1918, line has this to say on the subject:

A Note of Caution

"I do not expect that the retailers will buy in advance to cover their requirements for Spring, 1919, as it would appear to me to be poor business methods to follow. I do not think that merchants generally should speculate in their purchasing, and it appears to me that many of the smaller dealers who may not be in financial position to make large purchases, and made their buying too extensive, will not be able to stand the pressure when bills become due. It is possible that many will be forced out of business for this reason.

"It is also well to keep in mind that the styles in demand for Spring, 1919, may be entirely different to those shown during 1918, and it will be the styles which will be in vogue during that season which will be in demand, and such new merchandise is of much better value to a merchant than styles which have passed out, but which may be somewhat better in actual value so far as materials are concerned.

"New effects are the business builders, not those which have passed out."

Grave Doubts Exist

Another manufacturer takes a somewhat dismal view as follows:

"In refernce to Fall lines, as far as new patterns are concerned they will be limited. We ourselves have practically done no buying for Fall, anticipating some Fall business with our Spring range. Prices on materials for Spring 1919, and later Fall are about 50 per cent. over and above prices for Spring 1918, and it is a question in the writer's mind of getting prices that will have to be demanded for any new shirtings bought at the prices recently quoted. There is not doubt there are a large numbed of merchants throughout the country who have large stocks of shirts that were bought sometime ago. In some cases these shirts have not been all delivered."

Soft Collars Will be Big

Collar prices still remain at the old figures, but the general impression is that an advance, and a substantial advance, cannot be long delayed. Interlinings have advanced still further, more even than other materials, though they, too, have moved up quite sharply.

There is reason to think that such an advance on laundered collars would still further stimulate the business in soft collars, especially if the advance were made in the early Summer. Whether such an advance is made or not, however, soft collars are going to be a big factor this Summer.

MR. BARRY STEPS UP

T. W. Barry, for a number of years manager of the Grafton and Co. Hamilton store, has been promoted to take over the dual duties of manufacturing manager and superintendent of agents. Grafton and Co. is the only firm for which Mr. Barry ever worked. He has risen to his present position from cash boy.

Mr. James R. Watson, known to hundreds in the men's wear trade and to shoppers of Hamilton and district, is taking over the management of the splendid new Grafton store.

NECKWEAR

BIG DEMAND FOR SPRING NECKWEAR

Some Handsome Novelty Stuff Being Made up—Still Some 50c Lines Procurable—Why Swiss Silks Are Impossible Just Now—New York Notices Canadian Demand For Neckwear Silk

NECKWEAR houses are loaded with business. Easter lines are to the fore, and universally one hears the report that business is good.

Considerable 50c stuff is still to be had, but retailers are falling over themselves to get hold of it, and manufacturers are not pushing same as they realize that the supply is limited and there is little prospect of continuing to secure suitable lines to sell at this figure.

A tie of ombre Swiss silk from the range of the Niagara Neckwear Co.

Prints, prints, prints, and still more prints, and mighty handsome patterns they are, too. Printed satin crepes, failles, foulards and grenadines are all good.

One range of handsome Japanese crepes in decided Japanese designs and colorings, largely in light grounds, is reported to be selling freely. These retail at $1 and 75c, and are being bought in large quantities by some of the specialty stores.

A King street store shows a window full of these, and the Japanese effect is heightened by the use of fancy vases, bric-a-brac and Japanese draperies.

The United States and Japan are the only sources of supply at present for neckwear silk with the first-named largely in the lead. Swiss silks are, as one manufacturer puts it: "Impossible, and not only impossible, but also unprocurable. They are impossible owing to the cost of laying down in this country. There is first of all the unfavorable rate of Swiss exchange which represents at the present time a cost of about 25 per cent. Then submarine insurance and other charges make the cost of laying down between 40 per cent. and 45 per cent. Added to this there is very little procurable at any price. What is being shown is of the high grade pure silk at very high prices. Cotton is at a premium in Switzerland and artificial silk likewise and only the pure silk cloths can be made. Then the dye difficulties are very great in European countries at the present time, and putting everything together the Swiss silk situation is truly impossible."

A noticeable feature of the Spring trade is the demand that is developing for batwings. Once a man has learned to tie one of these ties satisfactorily he is usually a strong advocate of the bow tie. While at one time this demand was almost exclusively for Summer trade only, lately more and more well-dressed men have adopted the "batwing" for a year-around tie. Retailers may safely stock well of these for the coming season.

New York reports that handkerchief designs in coloring that "fairly shriek" will be good when the season opens up.

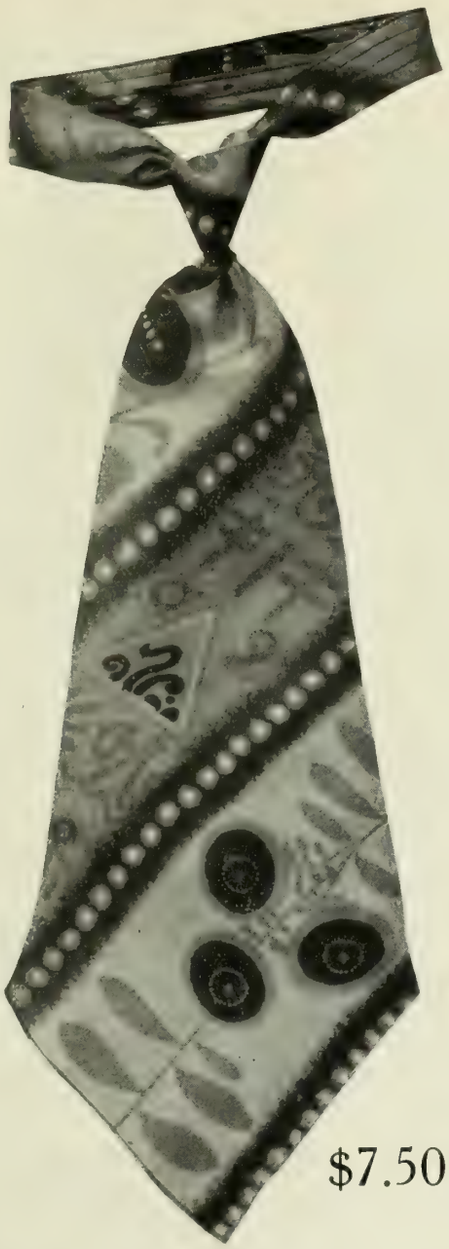
Canadian demands are reported to be having a noticeable effect upon supplies of New York silks. A New York trade journal says: "The subscriber feels that this drain must not be too lightly considered.

FIRE LOSSES OF THE MONTH

G. B. Ryan and Co., Guelph, Ont., suffered $225,000 loss by fire which broke out Jan. 27. The men's department, fortunately, which was separated from the dry goods department by a fire wall, was saved, but the stock was greatly damaged by smoke and water. The business is being carried on in a number of small stores. The building will be reconstructed.

An Oriental pattern in brocaded silk. Shown by Tooke Bros.

Keleher and Hendley of Guelph suffered damage to stock by smoke and water as a result of the conflagration which destroyed the G. B. Ryan & Co. main store.



The Season's Neckwear Punch

"Pongee Nashiji"

Beautiful Japanese designs direct from the Orient, in color effects exceptional.

A positive hit with all who have seen them.

48 Combinations
$7.50 the dozen

An attractive window card furnished with 5 dozen or more.

$7.50 the dozen

"Yama" Novelty Prints

Striking Japanese patterns on all silk Pongee.
Most artistic and wonderfully colored —bordered ends.

90 Combinations
$4.50 and $5.50 the dozen
according to shape.

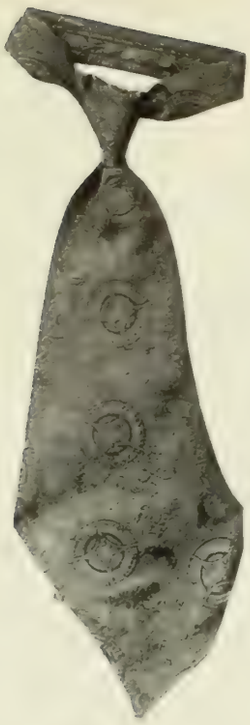
The above ideas afford great window displays with the use of Japanese Kimonos, Vases, etc.

DELIVERIES IN APRIL—HOW MANY?

A. T. Reid Co., Limited
Toronto

$5.50 the dozen

If interested, tear out this page and keep with letters to be answered.



One of the shapes and patterns in the range of Wm. Milne.

A novelty Grenadine in high colored prints shown by King Neckwear Co.

One of the novelty Japanese crepe designs by A. T. Reid Co.

WINS MILITARY CROSS

Lieut. W. G. Humphries, Late of Bailey & Humphries, Vancouver, Gets Coveted Honor

"PASSCHENDAELE" meant "over the top" to Lieut. W. G. Humphries, of the 27th Battery, Canadian Field Artillery, and at the end, the much-coveted Military Cross. The news

LIEUT. W. G. HUMPHRIES.

has just been passed through from the War Office and was handed direct to MEN'S WEAR REVIEW by J. H. Humphries, a brother, who has been overseas with a Vancouver battalion, and now resides in Montreal.

Lieut. W. G. Humphries was a member of the firm of Bailey and Humphries, of Vancouver, and represented on the Pacific coast territory the John Forsythe Co., of Kitchener, and Wm. Milne, of Toronto.

Lieut. Humphries states that the fighting at Passchendaele was simply terrific, and that his men are a bunch to be proud of, following the traditions of their forbears and brother Canadians. He says that fighting is a business game and that when he gets back his regular line will be child's play in comparison.

DO OWN PRINTING

THOSE who have often admired the handsome display cards of the Eastern Hat and Cap Company, Truro, N.S., have given credit first of all to the firm for their enterprise in designing these attractive cards, and secondly to some firm, unknown, who did the work. A visit of a representative of MEN'S WEAR REVIEW to the Eastern Cap Printery showed that Manager Ogilvie, who supervises the making of the caps, is responsible for the printing too. This print shop is a matter of pride to Mr. Ogilvie, and rightly so, for there are turned out, often in four colors, those bright and artistic cards that find a ready place in window and ledge displays of hundred of men's wear stores all over Canada. This is a decided innovation in men's wear "manufacturing."

OTTAWA STORE REORGANIZES

H. J. Daly, who for some years has been managing director of the National Cash Register Co. of Canada, has purchased the assets of the A. E. Rea Co. of Ottawa, including stock, fixtures and building. The new firm will be known as the H. J. Daly Co., Limited, with H. J. Daly as president, W. P. Grant, store manager, J. Gulbranson, superintendent, G. L. Johnson, merchandise manager, and B. L. Cook, treasurer.

The store is being reorganized from the bottom up and some new and radical methods will be adopted. For instance the office of the store manager will be

J. H. DALY.

right at the front entrance, and will have no door on it. A sign will invite customers to enter with complaints or suggestions.

Mr. Daly is enthusiastic over the prospects of the new venture and the trade will watch with interest the advanced methods that will be employed.

STILL TALKS

Foresight and careful buying has placed us in a very enviable position at the present time when stocks are daily becoming lower and prices higher.

We have in our warehouse all ready for the seasons of 1918 a large quantity of most desirable WOOLLENS in TWEEDS, SAXONIES, WORSTEDS and OVERCOATINGS, purchased from some of the leading manufacturers of England and the United States at prices which cannot be equalled to-day.

These are being rapidly converted into

from new models of our Expert Designer, which express the last word in style and taste for the fastidious dresser.

Every shrewd buyer of MEN'S CLOTHING who knows values is going to be impressed with the quality and price of this merchandise.

Those who want to know more of these values should send for samples or instruct us to have one of our representatives (now out) call and show the complete line.

For immediate shipment we have a choice selection of Suits and Overcoats, goods of unparalleled value, awaiting your command.

College Brand Clothes Co., Limited

45 St. Alexander St., Montreal

(READ BUILDING)

If interested, tear out this page and keep with letters to be answered.

SAVING A QUARTER MILLION DOLLARS IN SAMPLES

Wool Shortage Calls Attention to Considerable Wastage of Woolen Goods in Large-sized Swatches for Special Order and Other Selling Business—Montreal Firm Effects Big Saving

FOLLOWING letter from a Montreal manufacturer of men's wear is of interest in view of the cloth-conserving movement afoot at present. It directs attention of the retail trade to an important field for economy on which, however, varied opinions exist.—Editor's Note.

To the Editor of MEN'S WEAR REVIEW:—

Some time ago I wrote an article in our house paper, "The Semi-ready Special," on the advisability of saving yardage in samples, both for the stock travellers and for merchants who were devoting attention to special order tailoring.

We had been criticised for years by merchants in the fact that our swatch samples for special orders were smaller than those used by competing houses, and we had determined, in view of the wool shortage to further cut down the size of each sample.

Shortly after this article appeared a section of the Clothing Manufacturers' Association discussed the lavish waste of cloth in samples, but no action was taken, and as far as I can learn no concerted action is contemplated.

Since we explained the fact to our customers that any extravagance in the size of samples must mean an added cost to each suit, we have not had a single complaint.

I think I cannot do better than quote one of the articles referred to, which appeared in the "Semi-ready Special" early in the year 1916, or just two years ago, under the caption, "Which will you have."

"Small samples mounted on cards? or large samples bound together in swatches?

"We would like an expression of opinion from our customers—a vote, if you will.

"It is well to tell why we favor the change to smaller samples in view of the fact that we figured a saving of nearly a dollar gross on each suit in the lesser size of samples as against the extravagant sized swatch.

"Extravagances in business methods are under a ban when it is our bounden duty to help ourselves and our country by studying every possible economy. Granted, it is easier to sell from a suit length than from a sample (some customers believe it easier to get business from even larger swatches), but when the suits cost a dollar more by reason of the lavish size of samples, then it is time for the buyers to stop and think. We prove it by figures.

"Some houses send out samples of such generous size that they get but 24 from a yard of cloth. If they sent out 500 sets of samples, as we do, this would mean the cutting up of 21 yards of cloth from each pattern.

"21 yards at an average cost of $2 a yard would mean $42 spent in sampling a single pattern. Enough cloth to make 6 suits of clothes.

"Multiply that amount by 350, for that is the average number of cloth patterns sent out and the total would be 7,350 yards of cloth at $2 a yard, or $14,700 worth of cloth, enough to make 2,000 suits of clothes.

"Charge 21 yards at $2 a yard against three pieces of cloth of an average 60 yards, or 180 yards in all, and the 159 yards left would make 31 suits. Large samples cost $42 net for this lot. Small sampling costs $10."

To-day we cut our samples for travellers 9 x 12 inches, and use one-third of a yard from each pattern.

Special order samples are cut 2¾ x 4½ inches, and we use 3½ yards of each pattern, or about 1,225 yards as against 7,350 yards. In other words we save $11,750 worth of cloth, or enough yardage to clothe a regiment of 1,724 men.

There are at least 30 clothing manufacturers in Canada who could effect savings along this line, though I do not believe the average would be as large as that. But take the special order tailoring houses alone: say 12 of them, and if proper cohesion were observed there could be a saving in cloth alone of over $125,000 a season, or quarter of a million a year.

Then again, if more care were observed in the sending out of sample outfits the saving could be double. Travellers report that many merchants have from two to four sets of samples, where one would suffice. Sometimes merchants send for sample outfits with the sole purpose of keeping them under the counter, and thus out of competition. Wherever this is done the abuse could be readily corrected, and enough yardage would be saved to clothe a few more regiments.

The acute shortage of wool, growing more serious each season, should compel the manufacturers to take concerted action both in the size and in the distribution of their samples.

One or two houses have adopted the commendable method of cutting their travellers' samples into trouser lengths. Nothing is wasted. We would do this were it not for the fact that our whole output is sold by four travellers, and the bulk of our selling is from the two sample outfits kept in the warehouse.

ALFRED WOODS.

TIES WORTH WHILE

Advertisement in a street car, Halifax, England:

"There are friendly ties and business ties
and family ties of birth,
But the shilling ties we advertise are the
finest ties on earth."

Well balanced Spring hat trim.

KANTKRACK

Trade Mark Registered

A good standard shape
12-18½

A popular style
13-17

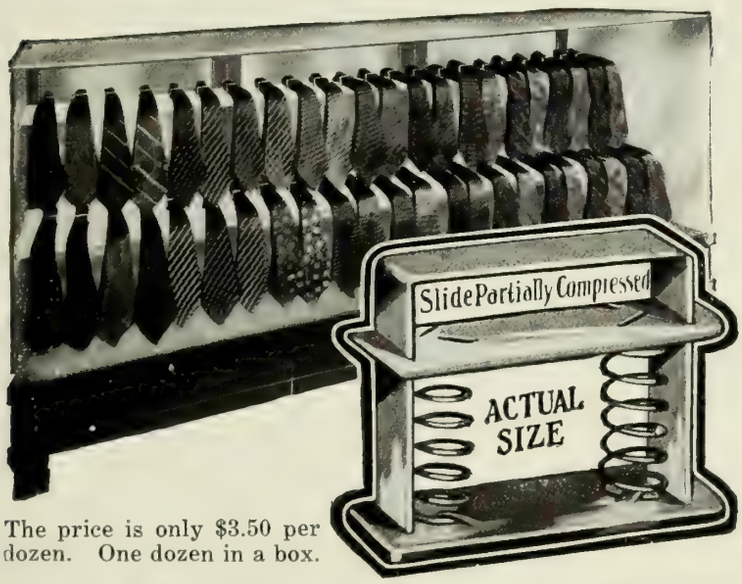
Composition Collars are liked by the men who wear them

And men in every walk of life wear KANTKRACK Collars. Not only the mechanic or the shop walker—to whom such a collar is a necessity—but the better dressed man, the office worker, the sportsman—to each and all the collar that looks like linen and needs no laundrying has a big and lasting appeal.

When next you're ordering a stock of waterproof collars remember the three K K K. You'll find them ready sellers and customer pleasers always.

Always saleable
14-19

A collar that sells and stays sold
12-19½



The price is only $3.50 per dozen. One dozen in a box.

Sell Your Ties on an Onli-Wa Tie Holder

Have the full assortment always visible and always neatly arranged. The Onli-Wa makes this possible and allows one tie to be pulled out without disturbing the remainder.

An Onli-Wa Tie Holder will pay for itself many times over in increased sales and in the quicker service it makes possible.

Write us about this and the KANTKRACK proposition.

The Parsons & Parsons Canadian Co.

Makers of the famous KANTKRACK *composition collars*

HAMILTON, CANADA

Est. in U.S.A. 1879 **Est. in Canada 1908**

Announcement

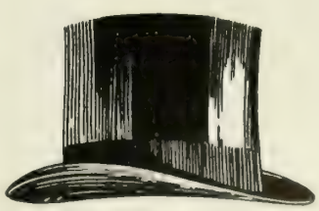
Because of increased business, and to insure the trade prompt and efficient service we have found it necessary to move to larger premises at

160 McGill Street

You will find our values for immediate and Fall very interesting.

Our travellers are now showing the range. See it! Or we will send samples upon request.

Vineberg Pants Company
MONTREAL



SILK HATS

The Style Setters for 1918

Canada's largest and best equipped silk hat factory offers you a particularly fine assortment of Silk Hats for 1918 selling.

See these before you stock.

They're quick sellers.

GEO. PROVENCHER

166B ELIZABETH ST. - MONTREAL.

Established 1894

BOB LONG

Isn't Satisfied

simply to get his Overalls, Shirts, and Gloves on your shelves. He wants to move them for you. Hence the tremendous advertising campaign for 1918 which will appear in the following papers—

PLACE.	PAPER.
Alexandria	News
Ailsa Craig	Banner
Alexandria	Times
Alliston	Herald
Almonte	Times
Arthur	Enterprise-News
Arnprior	Watchman
Atwood	Bee
Ayr	News
Alviston	Free Press
Aberdeen	Times
Acme	Sentinel
Alameda	Dispatch
Alderson	News
Alix	Free Press
Allan	Tribune
Alliance	Times
Alsask	News
Aneroid	Magnet
Asquith	Empire
Avonlea	Advocate
Belmont	Enterprise
Belleville	Intelligencer
Brantford	Expositor
Brighton	Ensign
Brandon	Sun
Bowmanville	Review
Bridgeburg	Review
Beaverton	Express
Bracebridge	Gazette
Bancroft	Times
Buckingham	Post
Birtle	Eye Witness
Brussels	Post
Blenheim	News-Tribune
Bowmanville	News
Burk's Falls	Arrow
Bothwell	Times
Bracebridge	Herald
Beigden	Progress
Burlington	Gazette
Bruce Mines	Spectator
Bowmanville	Statesman
Bradford	Witness
Bobcaygeon	Independent
Baldur	Gazette
Banff	Crag and Canyon
Banff	Rocky Mountain Courier
Bassano	Mail
Battleford	Press
Battleford	Herald
Bawlf	Sun
Bellevue	Times
Belmont	News
Bengough	News
Biggar	Independent
Big Valley	News
Binscarth	Express
Birch Hills	Gazette
Blaine Lake	Advertiser
Blairmore	Enterprise
Boissevain	Recorder
Bow Island	Review
Bredenbury	Sun
Broadview	Express
Brock	News
Brooks	Bulletin
Burdett	Times
Cobalt	Nugget
Calgary	Herald
Calgary	Farm and Ranch Review
Clinton	News-Record
Carp	Review
Cannington	Echo
Campbellford	Herald
Carman	Leader
Colborne	Express
Collingwood	Enterprise
Coaticook	Observer
Coppercliff	Express
Chesley	Enterprise
Campbellford	News
Chatsworth	News
Coldwater	Planet
Cookstown	Advocate
Cabri	Clarion
Cadillac	Item
Canora	Advertiser
Carberry	News-Express
Cardston	Globe
Carlyle	Herald
Carmangay	Sun
Carnduff	Gazette
Carstairs	Journal
Cartwright	Review
Castor	Advance
Central Butte	Beacon
Chauvin	Chronicle
Chinook	Advance
Claresholm	Review-Advertiser
Clairmont	Independent
Clive	News-Record
Cochrane	Advocate
Coleman	Bulletin
Conquest	Enterprise
Consort	Enterprise
Coronation	Review
Courtney	Review
Craik	Weekly News
Creston	Review
Crossfield	Chronicle
Crystal City	Courier
Cupar	Herald
Cut Knife	Grinder
Cypress River	Western Prairie
Danville	Times
Dunnville	Gazette
Dresden	Times
Dunnville	Reform Press
Durham	Review
Dauphin	Herald
Davidson	Leader
Daysland	Press
Delburne	Progress
Delia	Echo
Delisle	Advocate
Deloraine	Times
Didsbury	Pioneer
Dominion City	Echo
Drumheller	Review
Dryden	Observer and Star
Dundurn	Enterprise
Edmonton	Journal
Eganville	Enterprise
Exeter	Advocate
Englehart	Courier
Embro	Courier
Exeter	Times
Elora	Express
Erin	Advocate
Elmira	Signal
Earl Grey	Coronet
East End	Enterprise
Elbow	Graphic
Elkhorn	Mercury
Elrose	Review
Emerson	Journal
Empress	Express
Erskine	Review
Esterhazy	Observer
Estevan	Progress
Eston	Press
Estuary	Review
Expanse	Advertiser
Evebrow	Herald
Fredericton	Gleaner
Fort William	Times-Journal
Fenelon Falls	Gazette
Fort Erie	Times
Florence	Quill
Flesherton	Advance
Fordwich	Record
Fillmore	Press
Fleming	Review
Foam Lake	Chronicle
Forestburg	Advance
Fort Saskatchewan	Conservator
Foxwarren	News
Galt	Reporter
Goderich	Signal
Gore Bay	Recorder
Gananoque	Reporter
Gorrie	Vidette
Glence	Transcript
Gravenhurst	Banner
Grand Valley	Vidette and Star
Galahad	Mail
Gainsboro	Post
Gilbert Plains	Maple Leaf
Gladstone	Age
Gleichen	Call
Glenboro	Gazette
Golden	Star
Grand View	Exponent
Grande Prairie	Herald
Granum	News
Gravelbourg	Enterprise
Greenwood	Ledge
Grenfell	Sun
Griffin	Gazette
Gull Lake	Advance
Hamilton	Herald
Hamilton	Spectator
Halifax	Echo
Halifax	Herald
Harriston	Review
Huntsville	Forester
Hepworth	Progress
Hawkesbury	Echo
Hagersville	News
Havelock	Standard
Highgate	Monitor
Haileybury	Haileyburian
Hamiota	Echo
Hanley	Herald
Hardisty	Mail
Harris	Herald
Hartney	Star
Hawarden	Pioneer
Herbert	Herald
Holden	Herald
Houghenden	News
Iroquois	News
Imperial	Review
Indian Head	News
Irma	Times
Kingston	Bulletin
Kingsville	Reporter
Kincardine	Review
Kamsack	Times
Keewatin	Enterprise
Kenora	Examiner
Kerrobert	Citizen
Killam	News
Kincaid	Star
Kindersley	Clarion
Kindersley	Expositor
Kinistino	Representative
Kisbey	Standard
London	Advertiser
London	Free Press
London	Farmers' Advocate
Lethbridge	Herald
Lucknow	Sentinel
Lachute	Watchman

My Dad Wears Em

If your stock of Bob Long Overalls, Shirts, and Gloves is not ample to ensure your cashing in on this campaign mail or wire your order to

R. G. LONG & COMPANY, LIMITED

Toronto -:- Canada

Also Manufacturers of Knitted Goods, Moccasins, Etc.

BOB LONG

Is Using all the Papers

TO HELP HIS DEALERS

PLACE.	PAPER.
Lakefield	News
Lucan	Sun
La Fleche	Advocate
Lake Saskatoon	Journal
Lampman	Enterprise
Landis	Record
Langham	Weekly News
Langruth	Herald
Lashburn	Comet
Lawson	Post
Leader	Enterprise
Leduc	Representative
Lemberg	Star
Liberty	Press
Limerick	Leader
Lloydminster	Times
Loreburn	Herald
Lougheed	Express
Loverna	Borderline Budget
Lumsden	News-Record
Luseland	Despatch
Moncton	Transcript
Medicine Hat	News
Moose Jaw	News
Montreal	Star
Montreal	Star
Montreal	Witness and Canada
Merrickville	Post
Markdale	Standard
Milverton	Sun
Mara	Monitor
Merlin	Standard
Mildmay	Gazette
Meaford	Express
Melton	Reformer
Magog	Enterprise
Marmora	Herald
Midland	Argus
Meaford	Mirror
Markham	Economist
Monkton	Times
Morrisburg	Leader
Millbrook	Reporter
Minden	Echo
Midland	Fress Press
Macgregor	Herald
Macklin	Times
MacLeod	News
Macoun	Post
Manitou	Western Canadian
Manor	Advocate
Manville	Empire
Maple Creek	News
Maryfield	News
Mawer	Tribune
Melfort	Moon
Melfort	Journal
Melita	New Era
Melville	Canadian
Meyronne	Independent
Miami	Herald
Midale	Enterprise
Minto	Packet
Monitor	News
Moosomin	World-Spectator
Morris	Herald
Morse	News
Mortlach	Canadian
Mossbank	Community News

PLACE.	PAPER.
Munson	Mail
New Liskeard	Herald
New Liskeard	Speaker
New Hamburg	Independent
Nelson	News
Norwood	Register
North Bay	Dispatch
Nanton	News
Ninette	News
Ninga	News
Nokomis	Times
Ottawa	Journal
Ottawa	Farm Journal
Orangeville	Dufferin Post
Orono	News
Orangeville	Sun
Oakville	Record
Owen Sound	Advertiser
Oakville	News
Oak Lake	News
Oak River	Post
Oakville	Standard
Olds	Gazette
Outlook	Outlook
Oxbow	Herald
Oyen	News
Peterboro	Examiner
Peterboro	Review
Peterboro	Farm and Dairy
Peterboro	Canadian Horticulturist
Port Arthur	News-Chronicle
Port Burwell	Enterprise
Powassan	News
Palmerston	Spectator
Paisley	Advocate
Parry Sound	North Star
Paris	Review
Penetanguishene	Herald
Pickering	News
Plattsville	Echo
Preston	Progress
Port Perry	Star
Prescott	Journal
Parkhill	Gazette-Review
Port Hope	Times
Fort McNichol	News
Peace River	Record
Pelly	News
Pennant	Observer
Pense	Herald
Perdue	Witness
Pilot Mound	Sentinel
Ponka	Herald
Plumas	Standard
Provost	News
Quebec	Telegraph
Quebec	Le Soleil
Qu'Appelle	Progress
Ridgeway	Herald
Richmond	Times
Regina	Post
Richards Landing	Herald
Ridgetown	Dominion
Ridgetown	Plaindealer
Russell	Leader
Richmond Hill	Liberal
Rodney	Mercury
Radisson	News
Radville	News

PLACE.	PAPER.
Rainy River	Gazette
Rapid City	Reporter
Rivers	Gazette
Riverhurst	Courier
Roblin	Review
Robsart	Messenger
Rocanville	Record
Rocky Mountain House	Capital
Roland	News
Rosetown	Eagel
Rosthern	Enterprise
Rouleau	Enterprise
Russell	Banner
St. Catharines	Standard
St. Thomas	Journal
St. Thomas	Times
S. Ste. Marie	Star
Stratford	Herald
Sherbrooke	Record
St. John	Times-Star
Sussex	Maritime-Farmer
Disney	Post
Saskatoon	Star
Seaforth	News
Staynor	Sun
Shawville	Equity
Shelburne	Free Press
South Porcupine	Herald
Stirling	News-Argus
Smith's Falls	Record
Stouffville	Tribune
Streetsville	Review
Shelburne	Economist
Scott	Herald
Sedgewick	Sentinel
Selkirk	Record
Semans	Gazette
Shaunavon	Standard
Shellbrook	Chronicle
Shoal Lake	Star
Simpson	Lance
Sintaluta	Times
Souris	Plaindealer
Speers	News
Spirit River	Echo
Stavely	Advertiser
St. James	Leader
Stonewall	Argus
Stoughton	Times
Strassburg	Mountaineer
Strathmore	Standard
Strome	Dispatch
Swan River	Star
Toronto	Canadian Countryman
Toronto	Industrial Banner
Toronto	Farmers' Magazine
Thorold	Post
Tiverton	Watchman
Tottenham	Sentinel
Tweed	Advocate
Tavistock	Gazette
Teeswater	News
Thedford	Tribune
Toronto	Record
Tara	Leader
Thornbury	Herald-Review
Toronto	Truth
Trenton	Advocate
Taber	Times

PLACE.	PAPER.
Tisdale	Carrot River Recorder
Tofield	Advertiser
Tompkins	Progress
Treherne	Times
Tribune	Advocate
Trochu	Tribune
Turtleford	Record
Tugske	Globe
Uxbridge	Times
Uxbridge	Journal
Unity	Courier
Vancouver	Province
Victoria Harbor	Record
Victoria Harbor	Era
Verdun	Echo
Vanderhoof	Herald
Vanguard	News
Vegreville	Observer
Vermillion	Standard
Verwood	Gazette
Viceroy	News
Viking	News
Viscount	Sun
Winnipeg	Free Press
Winnipeg	Grain Growers' Guide
Winnipeg	Nor'-West Farmer
Winnipeg	Can. Thresherman and Farmer
Winnipeg	Western Home Monthly
Winchester	Press
Walkerton	Times
Wheatley	Journal
Windsor	Times
Waubaushene	Advocate
Wellesley	Maple Leaf
Woodville	Advocate
Warkworth	Journal
Whitby	Chronicle-Gazette
Westport	Mirror
West Lorne	Sun
Wroxeter	News
Wadena	Herald
Wainwright	Star
Wakaw	Recorder
Wapella	Post
Watrous	Signal
Wawanesa	Independent
Welwyn	Herald
Wetaskiwin	Free Press
Weyburn	Herald
Whitewood	Herald
Wilkie	Press
Windthorst	Independent
Winnipeg	Mirror
Wolseley	News
Woodrow	Advance
Wynyard	Advance
Yellow Grass	Herald
Yorkton	Press
Young	Journal
Youngstown	Plaindealer
Zurich	Herald

What Papers Do Your Customers Read?

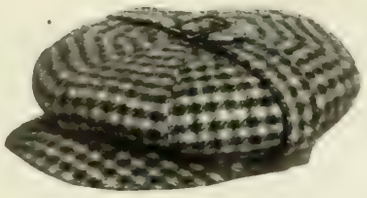
You will find them in this List!

Be sure your stock meets the demand.

R. G. LONG & COMPANY, LIMITED

Toronto -:- Canada

Also Manufacturers of Knitted Goods, Moccasins, Etc.



A snappy model that will appeal strong to particular dressers.

Have you seen the new line of Fraser Caps?

Our representatives are now out with what we honestly consider the very finest line of Fall and Winter Caps we have ever assembled.

When you remember that we have been making caps for a period of twenty years you will readily admit that our "best" must be well worth seeing. Style—quality—material—workmanship—everything is here that makes them sell and stay sold.

Silk Caps for Automobilists

For Spring we are showing a De Luxe line of Soft Silk Caps which will retail as high as $2.50 and will draw this very desirable class of trade to your store.

Talk things over with our representative. Write now for appointment.

The
Fraser Cap Company
London, Ont.

Order your stock of Deacon Shirts now

We have the kind of shirts your customers want—the kind you can sell — good, serviceable shirts that will stand the severest wear and tear.

Cater to the working man's trade. It's profitable. A stock of Deacon Shirts will get you your share and give you better shirt profits.

Connect with the Deacon line.

Deacon Shirt Company
BELLEVILLE ONTARIO

Taylor-Made

Garment Hangers

No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trouser Bar, at

$7.50 PER HUNDRED

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton Ontario

If interested, tear out this page and keep with letters to be answered.

Atlantic Service
plus
Atlantic Value

will win you a big increase in underwear sales. The man who buys ATLANTIC UNDERWEAR in your store is going to be a future patron of yours—you can bank on that. And his patronage will in all probability be extended to many other lines as well.

For ATLANTIC UNDERWEAR is the underwear he needs. It is the underwear he is waiting for—the underwear you can hand him with perfect confidence and back it with the very strongest recommendation you know.

Every Atlantic garment is made from seasoned Maritime wool, which fact minimizes the objectionable shrinkage so common in many other lines of underwear. Expert operators and a splendidly equipped factory guarantee quality workmanship always.

Look the Atlantic line over before you place your next underwear order. Let us prove our superiority claims.

Atlantic Underwear, Ltd.
Moncton, N.B.

If interested, tear out this page and keep with letters to be answered.

"WHERE-TO-BUY" DIRECTORY

APRONS
The J. B. Goodhue Co., Ltd., Rock Island, Que.

ARM BANDS
Arrow Garter Co., Montreal.

AUTO COATS
R. G. Long & Co., Ltd., Toronto.

AUTOMOBILE GAUNTLETS
R. G. Long & Co., Ltd., Toronto.
Acme Glove Works, Limited, Montreal.
Hamilton Carhartt Cotton Mills, Toronto.
Dent, Allcroft & Co., Montreal.

AVIATION GAUNTLETS
R. G. Long & Co., Ltd., Toronto.

BATHING SUITS, Men's and Women's
Monarch Knitting Co., Ltd., Dunnville, Ont.
Zimmerman Mfg. Co., Ltd., Hamilton, Ont.

BATH ROBES
Alphonse Racine, Limited, Montreal.

BOYS' BLOUSES
The Jackson Mfg. Co., Clinton, Ont.
The Williams, Greene & Rome Co., Kitchener.

BOYS' BLOOMERS
J. A. Haugh Mfg. Co., Ltd., Toronto.
The Jackson Mfg. Co., Ltd., Clinton, Ont.
The Miller Mfg. Co., Ltd., Toronto.
B. Gardner & Co., Montreal.
Alphonse Racine, Limited, Montreal.
Union Clothing Co., Ltd., Montreal.
Walter Blue & Co., Ltd., Sherbrooke, Que.
Imperial Clothing Co., Toronto.
The Alert Clothing Co., Montreal.
H. Vineberg & Co., Ltd., Montreal.
Davis Bros., Hamilton.
John W. Peck & Co. Montreal.

BOYS' KNICKERS
R. G. Long & Co., Ltd., Toronto.

BOYS' SUMMER UNDERWEAR
The John Forsyth Co., Ltd., Kitchener.

BOYS' CLOTHING
The Jackson Mfg. Co., Ltd., Clinton, Ont.
B. Gardner & Co., Montreal.
Union Clothing Co., Ltd., Montreal.
Walter Blue & Co., Ltd., Sherbrooke, Que.
Imperial Clothing Co., Toronto.
The Alert Clothing Co., Montreal.
H. Vineberg Mfg. Co., Ltd., Montreal.

BOYS' AND YOUTHS' RAINCOATS
Canadian Consolidated Rubber Co., Montreal.

CAPS, Men's, Boys' and Children's
L. Gnaedinger, Son & Co., Montreal.
John W. Peck & Co., Montreal.
Tip-Top Cap Co., London.
Fraser Cap Co., London.

CAPS
R. G. Long & Co., Ltd., Toronto.
The Williams-Trow Knitting Co., Ltd., Stratford.
Fraser Cap Co., London.
Tip-Top Cap Co., London.

CHILDREN'S SUITS
R. G. Long & Co., Ltd., Toronto.

CHILDREN'S KNITTED SUITS
Acme Glove Works, Ltd., Montreal.

CLOTHING, Young Men's
Fashion Craft Mfrs., Ltd., Montreal
B. Gardner & Co., Montreal
Union Clothing Co., Ltd., Montreal
Walter Blue & Co., Ltd., Sherbrooke, Que.
The Wearbest Clothing Co., Montreal
The Freedman Co., Montreal
Kaplan, Samuelsohn & Co., Montreal
Imperial Clothing Co., Toronto
College Brand Clothes Co., Ltd., Montreal
The Alert Clothing Co., Montreal
H. Vineberg Mfg. Co., Ltd., Montreal
John W. Peck & Co., Montreal
Coppley, Noyes & Randall, Hamilton
The Jackson Mfg. Co., Ltd., Clinton, Ont.

CLOTHING, Summer and Specialty
Wreyford & Co., Toronto
Fashion Craft Mfrs., Ltd., Montreal
The Miller Mfg. Co., Ltd., Toronto
B. Gardner & Co., Montreal
Union Clothing Co., Ltd., Montreal
J. A. Haugh Mfg. Co., Toronto
Acme Glove Works, Ltd., Montreal

CHILDREN'S SUMMER UNDERWEAR
The John Forsyth Co., Ltd., Kitchener.

COLLARS AND CUFFS, Linen
Cluett, Peabody & Co., Inc., Troy, N.Y.
Alphonse Racine, Limited, Montreal.
Tooke Bros., Ltd., Montreal.
Williams, Greene & Rome, Kitchener.

COMPOSITION COLLARS
Arlington Co., Toronto.
The Canadian Parsons & Parsons Co., Hamilton.

CLOTHING, Boys'
The Jackson Mfg. Co., Ltd., Clinton, Ont.
B. Gardner & Co., Montreal.
Union Clothing Co., Ltd., Montreal.
Walter Blue & Co., Ltd., Sherbrooke, Que.
John W. Peck & Co., Montreal.
The Wearbest Clothing Co., Montreal.
The Freedman Co., Montreal.
Imperial Clothing Co., Toronto.
The Alert Clothing Co., Montreal.
H. Vineberg Mfg. Co., Ltd., Montreal.
Coppley, Noyes & Randall, Hamilton.

CLOTHING, Men's
Fashion Craft Mfrs., Ltd., Montreal.
The Miller Mfg. Co., Ltd., Toronto.
B. Gardner & Co., Montreal.
Union Clothing Co., Ltd., Montreal.
Walter Blue & Co., Ltd., Sherbrooke, Que.
E. A. Small & Co. (Fit Reform), Montreal.
John W. Peck & Co., Ltd., Montreal.
Wearbest Clothing Co., Montreal.
The Freedman Co., Montreal.
Campbell Mfg. Co., Montreal.
Kaplan, Samuelsohn & Co., Montreal.
Imperial Clothing Co., Toronto.
College Brand Clothes Co., Ltd., Montreal.
The Alert Clothing Co., Montreal.
H. Vineberg Mfg. Co., Ltd., Montreal.
The Bachelor Clothing Co., Sherbrooke, Que.
Coppley, Noyes & Randall, Hamilton.
Wm. H. Leishman & Co., Ltd., Montreal.
Randall & Johnston, Toronto.

CLOTHING, Special Measure
Fashion Craft Mfrs., Ltd., Montreal.
B. Gardner & Co., Montreal.
Union Clothing Co., Ltd., Montreal.
Walter Blue & Co., Ltd., Sherbrooke, Que.
H. Vineberg Mfg. Co., Ltd., Montreal.
Coppley, Noyes & Randall, Hamilton.
Wm. H. Leishman & Co., Ltd., Toronto.
John W. Peck & Co., Ltd., Montreal.
Randall & Johnston, Toronto.
E. A. Small & Co. (Fit Reform), Montreal.
Wearbest Clothing Mfg. Co., Montreal.

COTTON CLOTHING
The Jackson Mfg. Co., Ltd., Clinton, Ont.

COATS
The Williams-Trow Knitting Co., Ltd., Stratford, Ont.

COTTON SHIRTS, Fine
The John Forsyth Co., Ltd., Kitchener.

DR. NEFF'S SANITARY UNDERWEAR
Thos. Waterhouse & Co., Ingersoll.

ELASTIC BELTS
Arrow Garter Co., Montreal.

FABRICS, For Overal's and Jumpers
J. L. Stifel & Sons, Wheeling, W. Va.

FABRICS, For Summer Clothing
The Palm Beach Mills, New York.

FASTENERS FOR BOYS' KNICKERS
The Governor Fastener Co., Montreal.

FIREMEN'S COATS
Canadian Consolidated Rubber Co., Montreal

FURS
L. Gnaedinger, Son & Co., Montreal

GENTLEMEN'S HANDKERCHIEFS
Lace Goods Co., Ltd., Toronto
Cluett, Peabody & Co., Inc., Troy, N.Y.

GARTERS
Arrow Garter Co., Montreal

GAUNTLETS
Acme Glove Works, Ltd., Montreal.

GLOVES
Acme Glove Works, Ltd., Montreal
Alphonse Racine, Limited, Montreal
The Williams-Trow Knitting Co., Ltd., Stratford
Dent, Allcroft & Co., Montreal

GLOVES AND MITTS, Fine Leather (Lined and Unlined)
R. G. Long & Co., Ltd., Toronto.
Dent, Allcroft & Co., Montreal.

GLOVES, Chamois
Acme Glove Works, Ltd., Montreal.

GLOVES, Buckskin
Acme Glove Works, Ltd., Montreal.

GLOVES AND MITTS, Heavy Working Men's
R. G. Long & Co., Ltd., Toronto.
Acme Glove Works, Ltd., Montreal.
Alphonse Racine, Limited, Montreal.
Hamilton Carhartt Cotton Mills, Toronto.

GLOVES, Mocha
Acme Glove Works, Ltd., Montreal.

GLOVES, Silk
Dent, Allcroft & Co., Montreal.

GLOVES, Washable Cape
Acme Glove Works, Ltd., Montreal.

GLOVES AND MITTS, Woollen
Wreyford & Co., Toronto.
R. G. Long & Co., Ltd., Toronto
Alphonse Racine, Limited, Montreal.
Dent, Allcroft & Co., Montreal.
Monarch Knitting Co., Dunnville, Ont.

GLOVES, Horsehide
Acme Glove Works, Ltd., Montreal.

GLOVES, Jersey
Acme Glove Works, Ltd., Montreal.

HANDKERCHIEFS
The Lace Goods Co., Toronto.
Alphonse Racine, Limited, Montreal.
Tooke Bros., Montreal.
Cluett, Peabody & Co., Inc., Troy, N.Y.
Williams, Greene & Rome, Kitchener.

HATS, Wholesale
Debrule Mfg Co., Montreal.
John W. Peck & Co., Ltd., Montreal.
Wolthausen Hat Corp., Brockville.

HATS, Felt
L. Gnaedinger, Son & Co., Montreal.
John W. Peck Mfg. Co., Montreal.
Wolthausen Hat Co., Ltd., Brockville.

HATS, Straw
L. Gnaedinger, Son & Co., Montreal.

HOSIERY
Atlantic Underwear, Ltd., Moncton, N.B.
Craftana, London, Eng.
Acme Glove Works, Ltd., Montreal.
Alphonse Racine, Limited, Montreal.
Avon Hosiery Co., Stratford.
Monarch Knitting Co., Dunnville.
Wreyford & Co., Toronto.

HOSIERY, Men's
Wreyford & Co., Toronto.
Craftana, London, Eng.
Alphonse Racine, Limited, Montreal.

JERSEYS
R. G. Long & Co., Ltd., Toronto.
Monarch Knitting Co., Ltd., Dunnville

KNICKERBOCKERS
Hamilton Carhartt Co., Toronto.

KNITTED GOODS
R. G. Long & Co., Ltd., Toronto.
Acme Glove Works, Ltd., Montreal
Zimmerman Mfg. Co., Ltd., Hamilton.
Monarch Knitting Co., Ltd., Dunnville, Ont.
Avon Hosiery Co., Stratford.
Alphonse Racine, Limited, Montreal.

LADIES' FANCY COATS
R. G. Long & Co., Ltd., Toronto

LADIES' AND MEN'S MOCCASIN SLIPPERS
R. G. Long & Co., Ltd., Toronto

LADIES' HANDKERCHIEFS
Lace Goods Co., Ltd., Toronto

LADIES' SILK PLUSH HATS
Geo. Provencher, Montreal

LEATHER GLOVES AND MITTS, Lined and Unlined
R. G. Long & Co., Ltd., Toronto
Dent, Allcroft & Co., Montreal.

LEATHER BELTS
Arrow Garter Co., Montreal

LOUNGE COLLARS
The John Forsyth Co., Ltd., Kitchener

HAVE YOU TRIED

Quality

Campbell's Clothing

MADE TO MEASURE

The line which gives entire satisfaction.

No Dead Stock, No Expense for Insurance and Interest, No Bad Debts

OFFER TO YOUR CUSTOMERS TAILORED WORK
OF HIGH QUALITY AT MODERATE PRICES

If we have no representative in your town write to

The Campbell Manufacturing Company Limited
MONTREAL

EASTER DAY

invariably finds *the well-dressed man*
equipped with a pair of

THE STANDARD BY WHICH DENT'S D GLOVES GOOD GLOVES ARE JUDGED

That's the story which thousands of merchants have proved by results during many seasons. Are you ready for the demand?

Travellers now showing, for immediate and Fall delivery, Kid, Suede, Cape, Mocha, Unlined and Lined Lamb, Fur, Seamless, and Wool, also Silk, Fabric and Woollen Gloves.

Owing to increasing difficulties of production and transportation we advise early orders for anything you may require.

DENT, ALLCROFT & COMPANY
128 BLEURY STREET, MONTREAL

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MUNITION SHOP WORKERS' COATS
R. G. Long & Co., Ltd., Toronto.
Hamilton Carhartt Cotton Mills, Ltd., Toronto.
J. A. Haugh & Co., Toronto.
Kitchen Overall & Shirt Co., Brantford.

MAPLE LEAF BRAND
Thos. Waterhouse Co., Ingersoll.

MERINO
Thos. Waterhouse Co., Ingersoll.

MACKINAW COATS
R. G. Long & Co., Ltd., Toronto.

MEN'S AND BOYS' CAPS
Canadian Consolidated Rubber Co., Montreal.

MEN'S CLOTHING
Walter Blue & Co., Ltd., Sherbrooke, Que.

MEN'S NECKWEAR
Niagara Neckwear Co., Ltd., Niagara Falls, Canada.
John Forsyth & Co., Kitchener.
Wm. Milne, Toronto.
Alphonse Racine, Limited, Montreal.
Tooke Bros., Montreal.
Wreyford & Co., Toronto.

MEN'S SWEATERS
R. G. Long & Co., Ltd., Toronto.
Monarch Knitting Co., Dunnville, Ont.

MEN'S TROUSERS
The J. B. Goodhue Co., Ltd., Rock Island, Que.
R. G. Long & Co., Ltd., Toronto.
The Miller Mfg. Co., Ltd., Toronto.
Vineberg Pants Co., Montreal
B. Gardner Mfg. Co., Montreal.
Alphonse Racine, Limited, Montreal.
Union Clothing Co., Ltd., Montreal.
Walter Blue & Co., Ltd., Sherbrooke, Que.
Hamilton Carhartt Cotton Mills, Toronto.
Imperial Clothing Co., Toronto.
The Alert Clothing Co., Montreal.
H. Vineberg & Co., Ltd., Montreal.
Coppley, Noyes & Randall, Hamilton.
J. A. Haugh & Co., Toronto.
John W. Peck Mfg. Co., Montreal.
Alphonse Racine, Limited, Montreal.
Randall & Johnston, Toronto.
Wearbest Clothing Co., Montreal.

MILITARY SUPPLIES
Wreyford Co., Toronto.
The Miller Mfg. Co., Ltd., Toronto.

MILITARY TAILORS
The Miller Mfg. Co., Ltd., Toronto.

MILITARY CAP COVERS
Canadian Consolidated Rubber Co., Montreal.

MOCASSINS, BUCKSKIN AND HORSEHIDE
Men's, Women's, Misses', Boys' and Children's
R. G. Long & Co., Ltd., Toronto.
Acme Glove Works, Ltd., Montreal.

MUNITION COATS
The J. B. Goodhue Co., Ltd., Rock Island, Que.

MUNITION APRONS
R. G. Long & Co., Ltd., Toronto.

MEN'S SUMMER UNDERWEAR
The John Forsyth Co., Ltd., Kitchener, Ont.

MITTS
Atlantic Underwear, Ltd., Moncton, N.B.
The Williams-Trow Knitting Co., Ltd., Stratford.

MOCASSINS
R. G. Long & Co., Ltd., Toronto.
Acme Glove Works, Ltd., Montreal.

MOCASSIN SLIPPERS
R. G. Long & Co., Ltd., Toronto.

MUFFLERS
Niagara Neckwear Co., Ltd., Niagara Falls, Canada
Wreyford & Co., Toronto
Acme Glove Works, Ltd., Montreal
Alphonse Racine, Limited, Montreal
Avon Hosiery Co., Stratford
Wm. Milne, Toronto
Monarch Knitting Co., Dunnville

NECKWEAR
Wreyford & Co., Toronto
Alphonse Racine, Limited, Montreal
Tooke Bros., Ltd., Montreal
John Forsyth & Co., Kitchener
Wm. Milne, Toronto

NIGHT ROBES
The John Forsyth Co., Ltd., Kitchener
Cluett, Peabody & Co., Inc., Troy, N.Y.
Deacon Shirt Co., Belleville
Tooke Bros., Montreal
Williams, Greene & Rome, Kitchener

NORFOLK SUITS
R. G. Long & Co., Ltd., Toronto

OVERCOATS
Fashion Craft Mfrs., Ltd., Montreal
Imperial Clothing Mfg. Co., Toronto
Miller Mfg. Co., Ltd., Toronto
B. Gardner Mfg. Co., Montreal.
Union Clothing Co, Ltd., Montreal.
Kaplan, Samuelsohn & Co., Montreal.
The Alert Clothing Co., Montreal.
H. Vineberg & Co., Ltd., Montreal.

OVERALLS
R. G. Long & Co., Ltd., Toronto.
The J. B. Goodhue Co., Ltd., Rock Island, Que.
Hamilton Carhartt Co., Toronto.
J. A. Haugh Mfg. Co., Ltd., Toronto.
The Jackson Mfg. Co., Ltd., Clinton, Ont.
Acme Glove Works, Ltd., Montreal.
The Kitchen Overall & Shirt Co., Brantford.
Alphonse Racine, Limited, Montreal.

PANTS
R. G. Long & Co., Ltd., Toronto.
Hamilton Carhartt Co., Toronto.

PANAMA HATS
L. Gnaedinger, Son & Co., Montreal.

POLICEMEN'S COATS
Can. Consolidated Rubber Co., Montreal.

PYJAMAS
The John Forsyth Co., Ltd., Kitchener.
Cluett, Peabody & Co., Inc., Troy, N.Y.
Tooke Bros., Ltd., Montreal.
Deacon Shirt Co., Belleville.
Williams, Greene & Rome, Kitchener, Ont.

PULLOVERS, MEN'S AND BOYS'
Monarch Knitting Co., Dunnville.

RAINCOATS
Fashion Craft Mfrs., Ltd., Montreal.
Can. Consolidated Rubber Co., Montreal.
Samuel Wener & Co., Montreal.
N. E. Davis & Co., Montreal.

READY TO WEAR
Imperial Clothing Mfg. Co., Toronto.

SCARFS
R. G. Long & Co., Ltd., Toronto.
The Williams-Trow Knitting Co., Ltd., Stratford, Ont.
Wm. Milne, Toronto.
Wreyford & Co., Toronto.

SILK HATS
Geo. Provencher, Montreal.

SILK KNITTED COATS
Monarch Knitting Co., Dunnville.

SHOWERPROOF COATS
Can. Consolidated Rubber Co., Montreal.

SHIRTS, FINE
Wreyford & Co., Toronto.
Alphonse Racine, Limited, Montreal.
Deacon Shirt Co., Belleville.
John Forsyth & Co., Kitchener.
Long Shirt Co., Kitchener.
John W. Peck Mfg. Co., Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome, Kitchener.

SHIRTS, SILK MIXTURE
The John Forsyth Co., Ltd., Kitchener, Ont.

SHIRTS, COTTON
Tooke Bros., Ltd., Montreal.

SHIRTS, SILK
The John Forsyth Co., Ltd., Kitchener, Ont.
Tooke Bros., Ltd., Montreal.

SHIRTS, MADE TO MEASURE
Cluett, Peabody & Co., Inc., Troy, N.Y.

SHIRTS
John W. Peck Mfg. Co., Montreal.

SHIRTS, WORKING
The J. B. Goodhue Co., Ltd., Rock Island, Que.
Wreyford & Co., Toronto.
Miller Mfg. Co., Ltd., Toronto.
Acme Glove Works, Ltd., Montreal.
Alphonse Racine, Limited, Montreal.
John W. Peck Co., Ltd., Montreal.
Deacon Shirt Co., Belleville.
J. A. Haugh & Co., Toronto.
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Long Shirt Co., Kitchener, Ont.
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Dale Wax Figure Co., Ltd., Toronto

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Dale Wax Figure Co., Ltd., Toronto.

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REVERSIBLE WARDROBES
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The Dale Wax Figure Co., Toronto

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For MEN and BOYS are stylishly designed, well made, and popular in price.

No up-to-date Clothing Establishment is complete without the "*Alert*" trade-winners.

Be sure to see our range, now in the hands of our Salesmen, before placing your orders.

CORRESPONDENCE SOLICITED.

THE ALERT CLOTHING COMPANY
1202 St. Lawrence Boulevard
MONTREAL

"Craftana"
Registered No. 262,0[illegible]

THE HALL-MARK OF
Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

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Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

When in doubt as to when or where to buy anything

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SPECIAL SERVICE DEPT.

MANUFACTURERS' AGENTS REPRESENTING THE BEST known brand in their specialty line, and calling upon both men's and women's retail trade, are open for another equally high-grade line of merchandise for Western Ontario. Only an A1 proposition considered. All correspondence treated confidentially. Apply Box D. Men's Wear Review.

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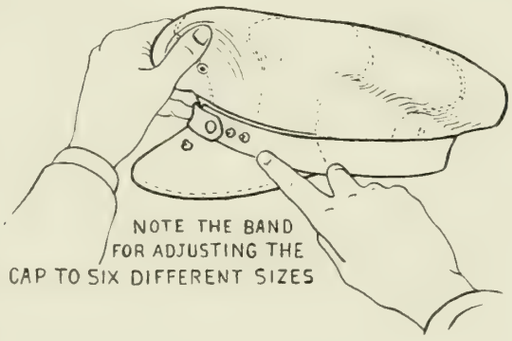
Will fit any head comfortably without tension or binding. No elastic bands to give way. Every Cap is a seller. No odd sizes left over. No dead stock.

THE "TIP-TOP" FIT-U CAP
Patent applied for in Canada and U.S.A.



Made in all styles for men and boys. Snappy Tweeds and Plain Shades. A post card will bring salesman or samples.

Designed and Manufactured by

The Tip-Top Cap Company
Greene Swift Building, London, Canada

WHEN IN DOUBT AS TO WHEN OR WHERE TO BUY ANYTHING

CONSULT

Men's Wear Review

SPECIAL SERVICE DEPT.

Suits Displayed Well

are more than half sold, for good display will attract your customers' attention and create the desire to buy.

Dale Display Fixtures will enable you to show off your stock to the very best advantage. Particularly

DALE WAX FIGURES

which are just what you require to keep your stock moving all the time.

Dale Half-Bust Form Shirt Displayer

Dale Wax Figure Co., Ltd.

Canada's Leading Display Fixture House
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Boost your sales of juvenile lines by a good display of the biggest thing in Boys' Bloomers — LION BRAND.

These good-looking bloomers are made to satisfy, made to stand the test and they never fail.

Our assortment at the present time is very complete. Write us for your requirements.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

FOR EASTER AND Spring Demand

Be sure your stock of

ARROW PAD GARTER

ARROW ARMBANDS,
LEATHER BELTS,
ELASTIC BELTS, etc.,
is well assorted.

New classy goods, just the thing to tone up trade.

You will find our values unequalled.

See our travellers, or

Ask your jobber.

ARROW GARTER CO.

314 Notre Dame St. West, Montreal

Taylor-Made Garment Hangers

No. 74B

$12.50 per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.

Hamilton Ontario

If interested, tear out this page and keep with letters to be answered.

Exclusive
Original
Saleable

BENTRO-KNIT

1918 Creations Now Ready

We would draw your particular attention to the excellent assortment of Bentro-Knit Coats which in style, design and variety offer unlimited opportunities to please every customer's taste.

Benro-Knit quality—the standard by which all others are judged—is apparent in every model.

THE WEAR IS THERE

We also offer a full assortment of Mitts, Gloves, Caps, Scarfs and Skating Sets.

Have our traveller call and look them over at your leisure.

The Williams-Trow Knitting Co., Limited

STRATFORD, ONTARIO

AGENCIES:

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Dominion Rubber System Pension Fund

Details of Pension Plan adopted by Canadian Consolidated Rubber Co. Limited, for its employees.

1. NAME The name of the plan is Canadian Consolidated Rubber Co. Limited Pension Plan.

2. OBJECT After careful consideration of the subject and an examination of existing pension systems, the Company has adopted the following plan as the most liberal for employees who, by long and faithful service, have earned an honourable retirement.

3. DEFINITIONS **a.** In these regulations the word "Company" shall mean the Canadian Consolidated Rubber Co. Limited, or its successors.

b. "President" and "Board of Directors" shall mean the President and Board of Directors of the Company.

c. The word "Committee" shall mean the persons appointed by the Board of Directors to administer the Pension Plan in accordance with approved regulations.

d. The word "employees" shall mean those persons who receive a regular and stated compensation from the Company, other than a pension or a retainer.

e. The expression "term of employment" shall mean period of continuous employment in the service of the Company, or any company or companies subsidiary thereto, allied with, or predecessors of the Company, and shall include such employment whether commenced prior to the adoption of this plan or not.

f. The expression "continuous employment" shall mean service with the Company continuously without a break of any kind, except as due to leave of absence, sickness, injury, or necessary temporary lay-off on account of reduction of force or for any other reason, all such cases to be subject to the discretion of the Company; but when such absence exceeds six months in any twelve consecutive months it shall be deducted in computing the length of service. In any other case than such mentioned, if a person is re-employed after such a break in the continuity of this service, for the purposes of this pension plan he shall be considered as a new employee.

4. PENSION COMMITTEE **a.** There shall be a committee of not less than five nor more than seven, appointed by the Board of Directors to serve during its pleasure, whch shall be called the Pension Committee. This Committee shall be charged with the administration of this plan.

b. The Committee shall have the specific powers elsewhere herein granted to it, or that may be granted to it from time to time by the Board of Directors. Exceptions to or deviations from the regulations so laid down shall in all cases be subject to the approval of the Executive Committee of the Board of Directors of the Company.

c. It shall determine conclusively for all parties all questions arising in the administration of this plan.

d. It shall adopt such by-laws and rules of procedure as it may find necessary, subject to the approval of the Board of Directors.

e. It shall be empowered to employ a secretary and such other assistants as may be required in the administration of the plan.

5. PENSION FUND The Company shall appropriate such sums of money from time to time as may be necessary in administering this plan, and no contributions will be required, or received from any employees of the Company.

6. ELIGIBILITY **a.** All employees of the Company engaged in any capacity whatsoever, and wherever located, are eligible to a pension as hereinafter stated.

b. All male employees who have reached the age of sixty-five years and whose term of employment has been twenty years or more, and all female employees who have reached the age of sixty and whose term of employment has been twenty years or more, may with the approval of the Pension Committee retire from active service, if they so desire and become eligible for pensions.

c. All male employees who have reached the age of sixty years and whose term of employment has been twenty years or more, and all female employees who have reached the age of fifty-five and whose term of employment has been twenty years or more, may at the discretion of the Pension Committee be retired from active service, and become eligible for pensions.

7. DISABILITY PENSIONS At the discretion of the Committee and with the approval of the Board of Directors, any employee who has become totally disabled as a result of sickness or injury, compensation for which may not otherwise have been provided, and whose term of employment has been fifteen years or more, may be retired from active service and granted a pension. If a pension is granted it shall be for such period as the Committee may determine, and if at any time during such period the employee recovers sufficiently to resume active service, the pension may be discontinued by action of the Committee. If the employee re-enters the service of the Company at the time such pension is discontinued he shall be eligible to a pension under these regulations, and the period of absence on disability pension shall be considered as a leave of absence and not a break in the continuity of the employee's service.

8. AMOUNT OF PENSIONS **a.** The annual amount of such pensions shall equal one per cent. of the average yearly wage for the ten years prior to retirement, multiplied by the number of years employed, but such pensions shall not be more than $5,000.00 per year, nor less than $240.00 per year.

For example, if an employee's average annual wage for ten years is $1,000.00 and he has been in the service for thirty years, he would receive 1% of $1,000.00 or $10.00 multiplied by thirty, or $300.00 per year or $25.00 per month.

b. In case of special difficulty in determining with practical accuracy the average yearly wage for the ten years prior to retirement, the Committee may at its discretion take some smaller consecutive number of years for the purpose of determining a fair average yearly wage.

9. PAYMENT Pensions shall be paid to the pensioner personally on the first of each month from the date of retirement until the death of the employee, unless suspended for such reasons as are described in this plan, and in case a male pensioned employee at the time of death is survived by a widow, or if either male or female pensioned employee is survived by minor children, the pensions shall be continued for three months after death, payable to the widow in the first instance and to the administrator or other legal representative of the minor children in the second case, to be applied as in the case of other property of the deceased, in the interest of the minor children.

10. GENERAL PROVISIONS **a.** Neither the action of the Board of Directors in establishing this Pension Plan or any action hereafter taken by the Board of Directors or the Pension Committee shall be construed as giving any officer or employee or agent of the Company the right of service, or any right to a pension; and the Company expressly reserves its right and privilege to discharge at any time any officer, employee or agent when the interests of the Company, in its judgment, may so require, without liability for any claim for a pension or other allowance other than salary or wages due and unpaid.

b. The Board of Directors may annul, alter, add to or amend in any way any and all of the provisions contained in this plan, or hereafter adopted by the Board of Directors in respect of this plan, and may at any time set aside any action taken by the Pension Committee.

c. The Company guarantees that, once a pension has accrued to a particular employee, it will continue such pension for the life of the particular employee and as specified with reference to widows and minor children; subject, however, to the provisions and conditions of the regulations laid down by the Board of Directors or the Pension Committee. It is understood that Section 10b given above shall not affect such guaranty.

d. Assignment of pensions under this plan will not be permitted or recognized.

e. Pensions may be suspended or terminated in the discretion of the Committee in cases of gross misconduct or of any conduct prejudicial to the interests of the Company.

f. Any retired employee may, by first obtaining the approval of the Committee, engage in any occupation or work which is not prejudicial to the interests of the Company. If any retired employee shall engage in any thing which in the judgment of the Committee is prejudicial to the interests of the Company, the payment of a pension to such retired employee may be suspended or discontinued.

g. Regular employment with this Company shall suspend the right of a retired employee to pension payment during the period he continues in such employment.

h. In case any pension shall be payable under the laws now in force, or hereafter enacted, of the Dominion of Canada or any Province thereof or any State or Country, to any employee of the Company under such laws, the excess only, if any, of the amount prescribed in this plan above the amount of such pension prescribed by law, shall be the pension payable under this plan.

11. TIME TO TAKE EFFECT This plan shall take effect January 1st, 1918.

Canadian Consolidated Rubber Co. Limited

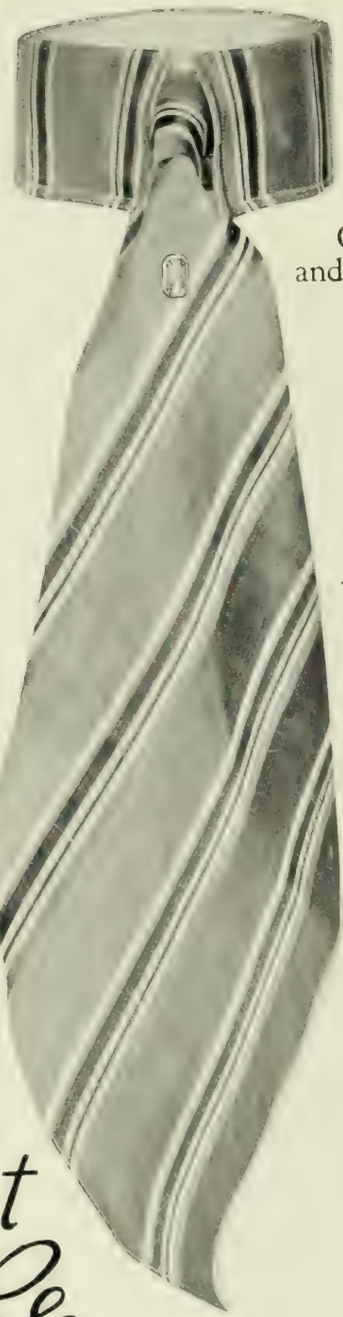
Head Offices - - MONTREAL

FACTORIES AT MONTREAL, GRANBY, QUE., ST. JEROME, QUE., KITCHENER, ONT., ELMIRA, ONT., PT. DALHOUSIE, ONT.,
SERVICE BRANCHES AT HALIFAX, ST. JOHN, QUEBEC, OTTAWA, BELLEVILLE, TORONTO, HAMILTON,
BRANTFORD, LONDON, KITCHENER, NORTH BAY, FORT WILLIAM, WINNIPEG, REGINA,
SASKATOON, EDMONTON, CALGARY, LETHBRIDGE, VANCOUVER, VICTORIA.

TIES

"All Silk"

PANEL *or* BIAS



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and Handkerchiefs
to match

latest TOOKE novelty

Ties, $5.50 per doz.
Collars, $4.00 per doz.
Handkerchiefs, $10.50 per doz.

TOOKE BROS. LIMITED

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII. PUBLICATION OFFICE: TORONTO, APRIL, 1918 No. 4

"VICTORY"

A Bold New Style
For the Young Fellow

Flexible Points
¼ Sizes

W.G.&R.

Big Business Coming from the Sons of the Soil

THIS fine movement to get 25,000 Canadian boys on the farms will mean greatly increased production. It will mean also a huge business in Boys' Clothing when these workers come off the farms.

PREPARE for the big business now by laying in a fine stock of better grade boys' clothing.

IT will be the better grade clothing—such as "Proper Clothes"—which the Sons of the Soil will want.

Coppley, Noyes & Randall, Limited

Hamilton - - Ontario

For men who are extra particular

You need just such a service as "C.N.R." Made-to-Measure Tailoring provides.

In quality of materials, variety of fabrics, excellence of workmanship and snappy styles you will find this Made-to-Measure proposition hard to equal and impossible to excel.

And the prices are graded low enough to make rapid selling assured. These prices are really remarkably low when the quality of the fabrics and the excellence of the workmanship are taken into consideration.

In addition to all this we guarantee a quick, courteous service and the assurance that our dealers are seldom handicapped by early cancellations.

Our Travellers are now out with our splendid range of boys' and men's models. Inspect these carefully and place orders at once to make sure of delivery.

Coppley, Noyes & Randall, Limited

Hamilton, Ont.

If interested, tear out this page and keep with letters to be answered.

Wait for the Christys' Man

"If it's new we have it"

See the stylish customer-winning models in Christys' Soft Hats and "Stiffs" that our travellers are carrying to you this month.

We do not need to enlarge upon the merits of the Christys' line.

You know them. Your trade knows them. They are known wherever hats are worn.

CHRISTYS' LONDON

Send post-card for an appointment, also ask for quotations on *Military* headwear. We maintain our factory on the premises.

SOLE AGENTS FOR
CHRISTYS' & CO. SCOTT & CO.
HILLGATE & CO., PEEL & CO.

Ansley-Dineen Co., Ltd.

52 Wellington St. W. - Toronto

If interested, tear out this page and keep with letters to be answered.

Milne's Neckwear News for April

The Trade Demands Loud Patterns

As usual we have just what is wanted.

Herewith we illustrate one of our newest patterns on Crepe Faille.

WILLIAM MILNE

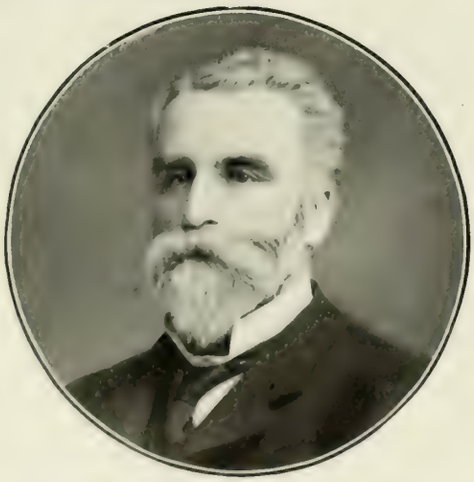
50 York Street Toronto

NEW LINES CONTINUALLY ARRIVING.
ALWAYS INSPECT THE MILNE OFFERINGS.

If interested, tear out this page and keep with letters to be answered.

RAILROAD SIGNAL

DOUBLING THE PRODUCTION OF



"RAILROAD SIGNAL"

SHIRTS AND OVERALLS

We show above a cut of our new building where "Railroad Signal" Shirts and Overalls will, in future, be produced under ideal manufacturing conditions. As well as being thoroughly equipped with most modern manufacturing applances, our new premises provide comforts and conveniences for the staff, such as reading, dining and rest rooms. The whole scheme making for complete efficiency and contentedness.

THE PRESIDENT'S MESSAGE.

"We feel that we owe the greater part of our success to the unremitting personal service given to our customers. We aim now and always for Satisfaction in every Transaction, and believe the future success of this business to be entirely dependent on honesty and sincerity in our dealings."

S. G. KITCHEN,
President.

THE

KITCHEN OVERALL & SHIRT CO., Ltd.

BRANTFORD, ONTARIO

Factory: Brantford
Show Rooms and Stock Rooms: TORONTO, 279 College St.

If interested, tear out this page and keep with letters to be answered.

In the New Home of

"RAILROAD SIGNAL"

SHIRTS AND OVERALLS

Views of Offices and Factory, showing, in upper left-hand corner, Mr. C. E. Kitchen, Manager; upper right-hand corner, Mr. J. F. Kitchen, Secretary-Treasurer; centre, view of General Office, and below, views of Overall Department and Cutting Room.

THE

KITCHEN OVERALL & SHIRT CO., Ltd.

BRANTFORD, ONTARIO

Factory Brantford.

Show Rooms and Stock Rooms: TORONTO, 279 College St.

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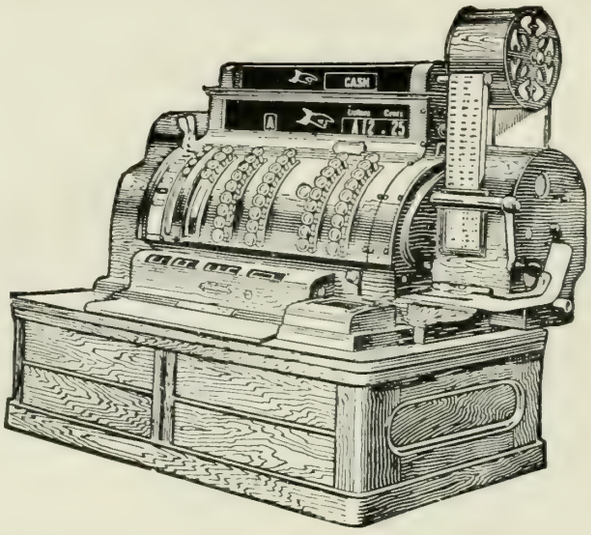

Rising Costs Attack Profits

More than Ever Before Merchants Must Guard Every Cent of Profit

MERCHANTS today are face to face with several difficult problems, the most important of which is the rising cost of merchandise.

In many instances these rising costs are hard to pass on to the customer.

Consequently the merchant's margin of profit is lessened.

Merchants find the use of a National Cash Register helps greatly in solving this serious problem.

It safeguards every cent of profit that they can make.

It conserves their profit by preventing losses, by eliminating mistakes in change, by recording all charge transactions.

It reduces overhead by making clerks more efficient, speeding up store service, reducing the number of clerks required and the deliveries to be made.

It relieves the merchant of details and worry, giving him more time to consider his purchasing and market problems.

The National Cash Register Co., of Canada, Ltd.
Toronto, Ont.

Please send me full particulars of your latest model cash register and tell me how it will help me in my business.

Name_____

Business_____

Address_____

The National Cash Register Co. of Canada, Limited, Toronto

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We know that the Values are there

And by Values we mean all that the word implies—Design, Style, Finish, Money's Worth —everything that careful buyers will look for when they come into your store for that new season's suit or overcoat.

These are the values that the new WEARBEST lines offer you. And perhaps the thing that will strike you most upon examining them is the remarkable merit of the fabrics and the liberal profits assured by the sales-creating WEARBEST prices.

Because we know what the verdict of your own good judgment will be, we invite you to compare the new WEARBEST assortments with any others on the market. Compare them stitch for stitch and line for line and say which it will pay you best to sell.

Wearbest Clothing for the High School Boy

Here's a timely line chock full of big sales possibilities. Boys of 15 to 20 are a class worth catering to now more than ever. Their earning powers are increasing and their buying power as well. Our Snappy Young Men's creations will win you a big share of the trade.

THE wear best BRAND

The Wearbest Clothing Mfg. Company

Makers of Stylish Clothes for Men and Young Men

149 NOTRE DAME STREET WEST, MONTREAL

If interested, tear out this page and keep with letters to be answered.

Taylor-Made

HERE is a handsome case for your caps. You can keep fifteen dozen in perfect order—the sizes all together—no bother about boxes—no confusion—no difficulty to ascertain exact stock on hand.

Order one by mail today on thirty days' trial. If not satisfactory in every way it can be returned at our expense.

Price, $12.50

The Taylor Mfg. Co.
Hamilton Ontario

FOR THE MILLIONAIRE

Made in Canada — "Everyman's" TRADE MARK MFD BY DAVIS BROS — *For Canadians*

FOR THE MILLION

Real Trouser Values

You cannot connect with a better trouser assortment or one more calculated to win you increased trade and customer confidence than the values we now offer you in

EVERYMAN'S

—the trousers for the millionaire and the million

Fancy striped worsteds, serges, tweeds, corduroys, etc.—all are included, and every style is available.

Ask us to send you samples and prices before buying your new stock. Our values are convincing.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

THE SERVICE YOU WANT

In our larger premises at 160 McGill St., we possess every facility for giving our customers prompt and efficient service and our VALUES are as usual absolutely unexcelled.

Our travellers are showing a complete range for immediate and Fall. Should they not reach you we will be glad to submit samples upon request.

Vineberg Pants Company
MONTREAL

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.10. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

If interested, tear out this page and keep with letters to be answered.

Why Take Chances?

Stocking largely high-priced Clothing is hazardous, and ties up a large amount of capital.

Develop your Special Measure Department.

Do this by selling

ART CLOTHES
COOK BROS. & ALLEN LIMITED
TRADE MARK

They insure Satisfied Customers

Push this line NOW. It means profit without risk and without tying up capital.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO

If interested, tear out this page and keep with letters to be answered.

There's an honest Glove!

Made extra strong where the wear is extra hard

HONEST Skins and Honest Stitches. Honest Construction and an Honest Guarantee — the sort of work glove the man in overalls likes to wear—the sort of glove it pays to sell him.

CARHARTT WORK GLOVES

embody those construction principles which guarantee comfort and long service. Wherever work gloves are worn Carhartt's always lead in service and satisfaction.

THIS year's demand will be extra big. Get ready now to meet it with Carhartt Work Gloves and

CARHARTT OVERALLS and KHAKI WORK PANTS

Every Carhartt Garment carries a guarantee and the guarantee is always lived up to.

Order your supplies now and avoid risk of higher prices due to growing scarcity of materials. We are ready to fill your orders promptly.

Hamilton Carhartt Cotton Mills, Ltd.

TORONTO UNIT

TORONTO VANCOUVER LIVERPOOL MONTREAL WINNIPEG

If interested, tear out this page and keep with letters to be answered

"The Daddy of Them All"

This is the Label that the good dressers of Canada look for— which is attached to the pocket of every Fit-Reform garment.

Fit-Reform Spring Model 321

Ask yourself the question, when men desire to obtain high-class, tailor-made garments, is it not Fit-Reform that first appeals to their mind?

Why?

Because they know full well that they can obtain tailoring of the highest order of merit, together with styles which are exclusive and refined.

There is an air about Fit-Reform clothes which suggests the highest priced tailored effects, yet these garments are produced at a minimum of cost to the wearer.

A customer introduced to Fit-Reform becomes a life-long friend.

If Fit-Reform is not represented in your town write us for particulars.

Fit-Reform

E. A. SMALL COMPANY, Limited

112 BEAVER HALL HILL -:- -:- MONTREAL

If interested, tear out this page and keep with letters to be answered.

DO YOU WANT

A COAT MAKER—A VEST MAKER —OR A TROUSERS MAKER

that you can always depend upon?

DO YOU WANT to reduce your tailoring costs—without sacrificing your prestige and reputation as a high-class tailor?

DO YOU WANT relief from the trouble, worry and care of running your own shop?

OUR SPLENDIDLY EQUIPPED FACTORY OFFERS YOU ALL OF THIS—AND MORE.

IF YOU WANT a first-class service of this kind—WRITE US.

The Campbell Manufacturing Company, Limited
MONTREAL

DEACON SHIRTS

GOOD-LOOKING, long-wearing working shirts with a price ticket attached that's certain to keep them moving.

• • •

DEACON Shirt values cannot be excelled anywhere. A supply in your shirt department will mean better selling and better profits as well.

• • •

DON'T put off ordering. Our stocks are now complete and we guarantee quick delivery.

Deacon Shirt Co.
BELLEVILLE, ONTARIO

Taylor-Made

Garment Hangers

No. 74B

$12.50
per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.
Hamilton Ontario

If interested, tear out this page and keep with letters to be answered.

Avenue Brand Clothes

Smart, saleable, up-to-the-minute models for all sizes and ages of BOYS

The quality of Avenue Brand Boys' Clothes always measures up to the demands of the most critical youngster or the most hard-to-please parent.

This season's showing is no exception. The fabrics are bright and attractive, the styles are snappy and right up-to-date and the prices are cut just as low as quality will permit. Judicious buying, before prices soared, enable us now to offer our patrons values that are entirely unmatchable.

Years of specializing in the making of boys' clothes that sell and satisfy have produced in "Avenue Brand" the standard of style and value in clothes for little men.

Prove this to your own satisfaction. Examine Avenue Brand at your convenience. Our travellers are now on the road booking orders for Fall delivery. Wait for the one covering your town. Drop us a card for special appointment.

The W. J. Keens Company, Limited

Successors to C. M. Gilchrist & Co.

WHOLESALE CLOTHIERS

185 Spadina Ave., Toronto

If interested, tear out this page and keep with letters to be answered.

Let "Atlantic" quality dominate your Underwear Sales

Quality, Comfort, Value — everything that a man likes in underwear and nothing that he dislikes—this is what you give him when you hand him a suit of the popular Atlantic Underwear.

Made from well-seasoned Maritime wool, every Atlantic garment is remarkably free from the shrinkage features so common to other brands. And the workmanship is just as excellent as experienced operators and the latest equipment can produce.

You have everything to gain by looking over the Atlantic Underwear offerings before making your new selections.

Let us place our values before you.

Atlantic Underwear, Limited
MONCTON, N. B.

If interested, tear out this page and keep with letters to be answered.

Peck's

JUVENILE CLOTHING

is to the boy what PECK'S Men's Clothing is to the man, and many men have worn no other make since childhood.

You will find it *stylish, neat-fitting, good-wearing* and *real value.*

This interesting range for Fall, together with our men's lines of High Class and Popular-Priced Clothing is now being shown by our salesmen.

John W. Peck & Co., Limited

MONTREAL WINNIPEG VANCOUVER

If interested, tear out this page and keep with letters to be answered.

The label that denotes advanced style and quality.

WOLFE'S CAPS

Will Bring Distinction To Your Store

Your patronage grows in proportion to the reputation and prestige you build.

You need WOLFE'S CAPS if you want to do a larger business and a *better* business.

This line has the style quality, the obvious distinction of genuine worth which enables you to meet the highest class of competition with the advantage on your side.

To neglect investigating what this line can do for you is to fail to make the most of your local sales opportunity.

Wolfe's caps are all of one standard—the highest in style, quality and workmanship.

Why not act on "that impulse" right this minute and ask to see this line consisting of the Newest and Highest Grade Woollens, Plushes, Velours and Velvets offered by the British, French and American Markets.

Salesmen now on the road displaying complete line for immediate Spring, Summer, Early Fall and Winter.

A. HARRY WOLFE

8-10 West 19th Street, NEW YORK CITY
800-810 Unity Building, MONTREAL, P.Q.
311 Hastings Street West, Vancouver, B.C.

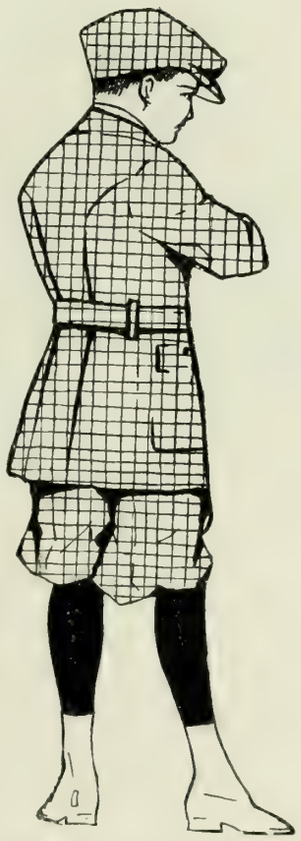
TRADE MARK REG'D

New Era CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

New Era "Quality" Clothing

Fall and Winter Season, 1918-19



ONE OF OUR MANY BOYS' MODELS

3 *Big, Complete Departments*

Juveniles' and Boys'
Young Men's *and*
Staple Conservative

If our representative does not call upon you we would like you to advise us, as we feel that an inspection of our range of Popular-Priced, Satisfaction-Giving, Stylish Clothes for Men, Young Men and Children would be of mutual benefit.

'Tis the Quality behind the name.

The Freedman Company

SOMMER BUILDING, MONTREAL

If interested, tear out this page and keep with letters to be answered.

THE Lang SHIRT

The Reliable Line

OUR men are now on their way to you, and they have with them Shirtings which can be delivered at prices really a season old—shirtings of a quality of merchandise which can hardly be expected in the future.

WE have done our best to protect ourselves against the trying cloth conditions, and have stocks on hand which enable us to guarantee deliveries.

EXAMINE carefully the Lang line of Boys Blouses as well as the Shirts. Both are winners.

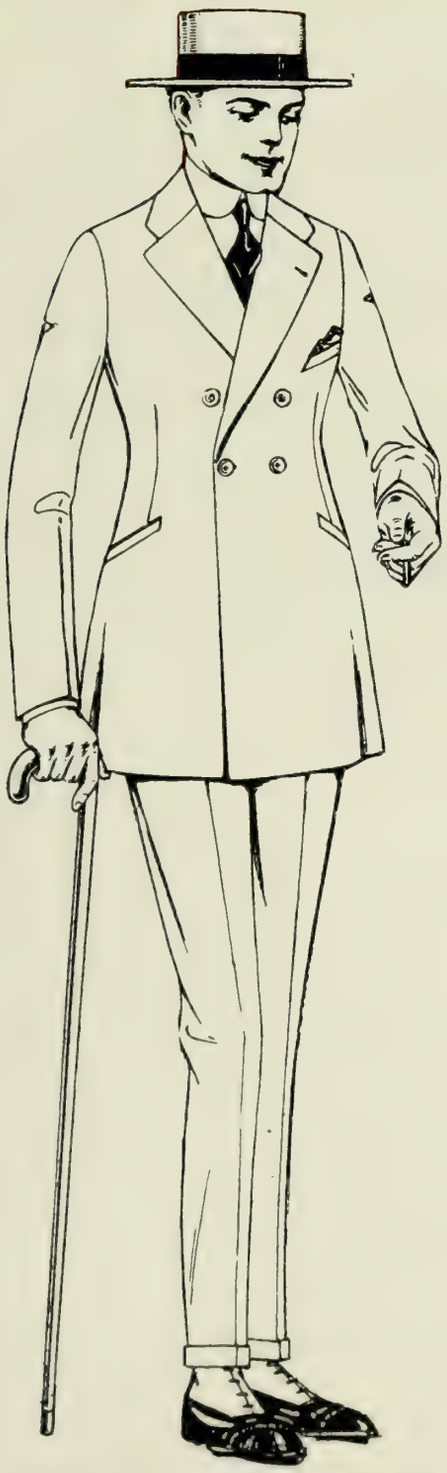
The Lang Shirt Co., Limited

Kitchener, Ontario

Broadway BRAND CLOTHES

for exacting men

UNUSUAL VALUES APRIL, 1918



You can do it more easily with Broadway Clothes

Notwithstanding the difficulties under which the trade is laboring at present you can sustain your reputation for enterprise and good clothing by handling the line of style, quality and all round excellence—Broadway Clothes.

Arrange now to see our Fall, 1918, showings. The big values therein will point you on the royal road to better business.

A good showing of the Broadway Spring offerings will insure you lively selling and a big increase in profit and prestige.

Let us show you. Write, wire or 'phone.

RANDALL *and* JOHNSTON
LIMITED
TORONTO

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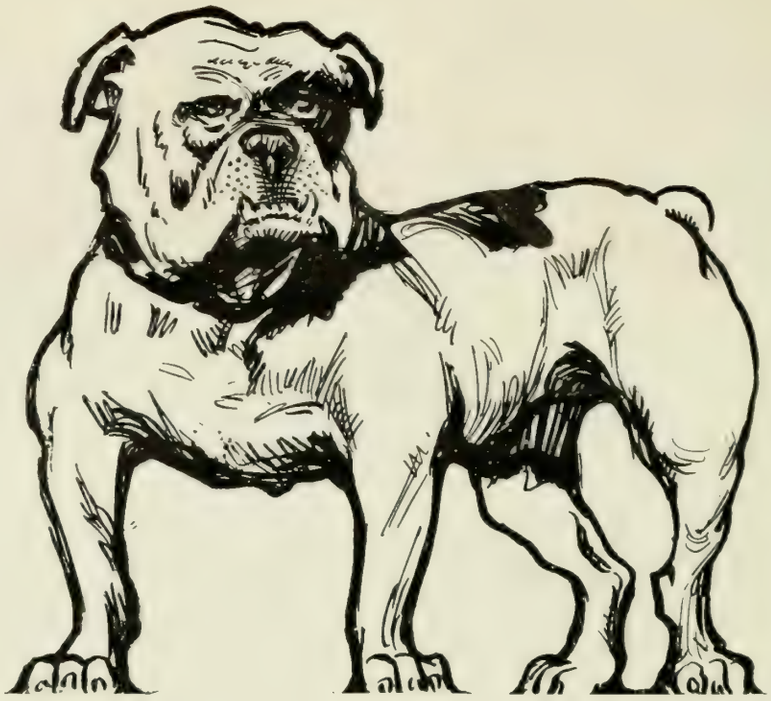

True-Fit Waterproof Coats
are dependable as the British Bulldog

True-Fit, Dependable, Double-Texture Waterproof Coats are guaranteed to stand the wear and tear. They are made to satisfy the wearer and they do satisfy. They are the kind of Waterproofs that it pays to sell because they give the dealer a large immediate profit and win for him the increased confidence of his trade.

Moreover, we guarantee prompt deliveries, which is quite an item in itself in these days of delayed shipments and disappointing service.

Fall and Winter Overcoats

Our travellers are now out with a full line of True-Fit Fall and Winter Overcoats.

Send us your Spring requirements now. Our big English Supply House and Montreal Factory enable us to fill your needs immediately.

We are sole agents for Canada for the

AQUATITE BRAND

Gentlemen's Yarnproof Coats and are also in a position to book orders for import or immediate delivery from stock.

Samuel Wener and Co., Limited

SOMMER BUILDING ∴ ∴ MONTREAL

If interested, tear out this page and keep with letters to be answered.

The majority of folk

are thinking more of quality this year than usual. Better value means *real economy,* particularly when it's a question of clothes.

The big values represented in "K & S" SUITS AND OVERCOATS recommend them to men to whom economy has a big appeal. And besides being attractive from the value point of view they represent a degree of style correctness to please the most particular.

Careful retailers will make a point of seeing these offerings before closing their Fall orders.

Kaplan, Samuelsohn & Company

1620 CLARK STREET, MONTREAL

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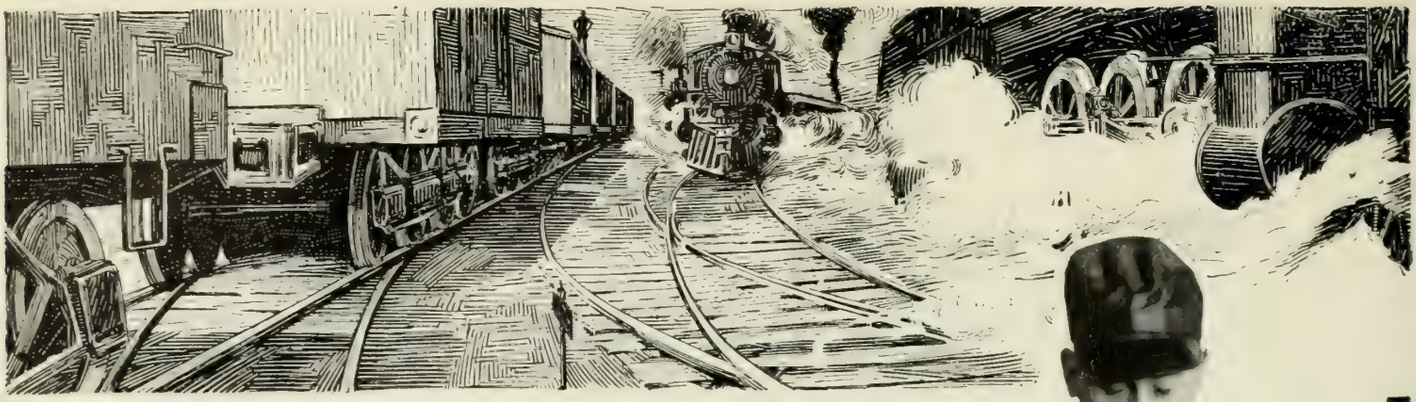

You know
Stifel's Indigo Cloth

standard for over 75 years

which since the first railroads
has been the "best seller" for

OVERALLS, JUMPERS AND UNIFORMS

Now meet
Miss Stifel Indigo

the new kid glove finish cloth for

WOMEN'S OVERALLS AND WORK CLOTHES

Miss Stifel Indigo has the same business-getting profit-making qualities in her makeup that made her "big brother" the big factor he is today in the overall world.

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the woman's work garment business.

Manufacturers, Dealers, LOOK FOR THE BOOT trade mark on the back of the cloth when buying—it's your guarantee and your customers' guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

STIFEL'S REGISTERED

J. L. STIFEL & SONS

Indigo Dyers and Printers — *WHEELING, W. VA.*

New York	260-262 Church St	San Francisco	St. Paul 238 Endicott Bldg.
Philadelphia	1004 Chestnut St	Postal Telegraph Bldg.	Toronto 14 Manchester Bldg.
Boston	61 Bedford St	Joseph, Mo.	Winnipeg 400 Hammond Bldg.
Chicago	223 W. Jackson Blvd.	Sexton Bank Bldg.	Montreal Room 508 Read Bldg.
Baltimore	Cross Town Bldg.	Los Angeles 928 Victoria Bldg.	Vancouver 509 Mercantile Bldg.

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If interested, tear out this page and keep with letters to be answered.

Wearbetter

SUITS FOR BOYS

Just the line to win you the boys' trade and hold it too

And the boys' trade is worth winning—more so now than ever before. Boys have the money to spend—increased earning power means increased spending power, and boys generally are good spenders particularly in the matter of clothes.

Wearbetter Suits will get you the boy's clothing trade and his good-will, too. Because every Wearbetter Suit is made to look well and to wear well—to give the boy the very maximum in style and money value. Let us prove this to you. Let us send you a full line of samples and all particulars of the snappiest boys' clothes on the market.

"The Suit with the Guarantee"

Designed and manufactured by

WALTER BLUE & CO., Limited

SHERBROOKE - - QUEBEC

If interested, tear out this page and keep with letters to be answered.

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE
REG'D.
HIGH GRADE UNDERWEAR

Here's a brand that guarantees good underwear

You can confidently recommend **Maple Leaf Brand** and **Dr. Neff's Sanitary Underwar.** Customer's satisfaction in every suit. Try out "Maple Leaf" and "Dr. Neff's" and see for yourself what excellent, easy sellers they are.

Ask your wholesale houses for these particular brands sold only to the jobbing trade

Thos. Waterhouse & Co., Ltd.

INGERSOLL, ONTARIO

Smart Shirts for Fall

"HERO"

(FINE)

For Popular Selling.

"STRAND"

(Chemise de luxe)

For the Fastidious Trade.

Buying Advantages

Larger quantities, earlier deliveries, better prices, through buying in conjunction with our Staple Dept. (the best in Canada).

Manufacturing Advantages

Our own factories, whose superintendents work in constant close touch with the warehouse department managers, to produce better goods at less money.

Selling Advantages

Thirty experienced salesmen who cover their territory thoroughly with general line of dry goods and men's furnishings, reducing to minimum cost of marketing the most attractive line of Men's Fine Shirts in Canada.

"Hero Shirts are Better"

The evidence is in the Sample Rooms of our travellers.

ALPHONSE RACINE LIMITED

60-80 St. Paul St. West, Montreal, Canada

SAMPLE ROOMS: Ottawa, Quebec, Three Rivers, Sherbrooke and Sydney, N.S.

FACTORIES: Beaubien St., Montreal; St. Denis, St. Hyacinthe

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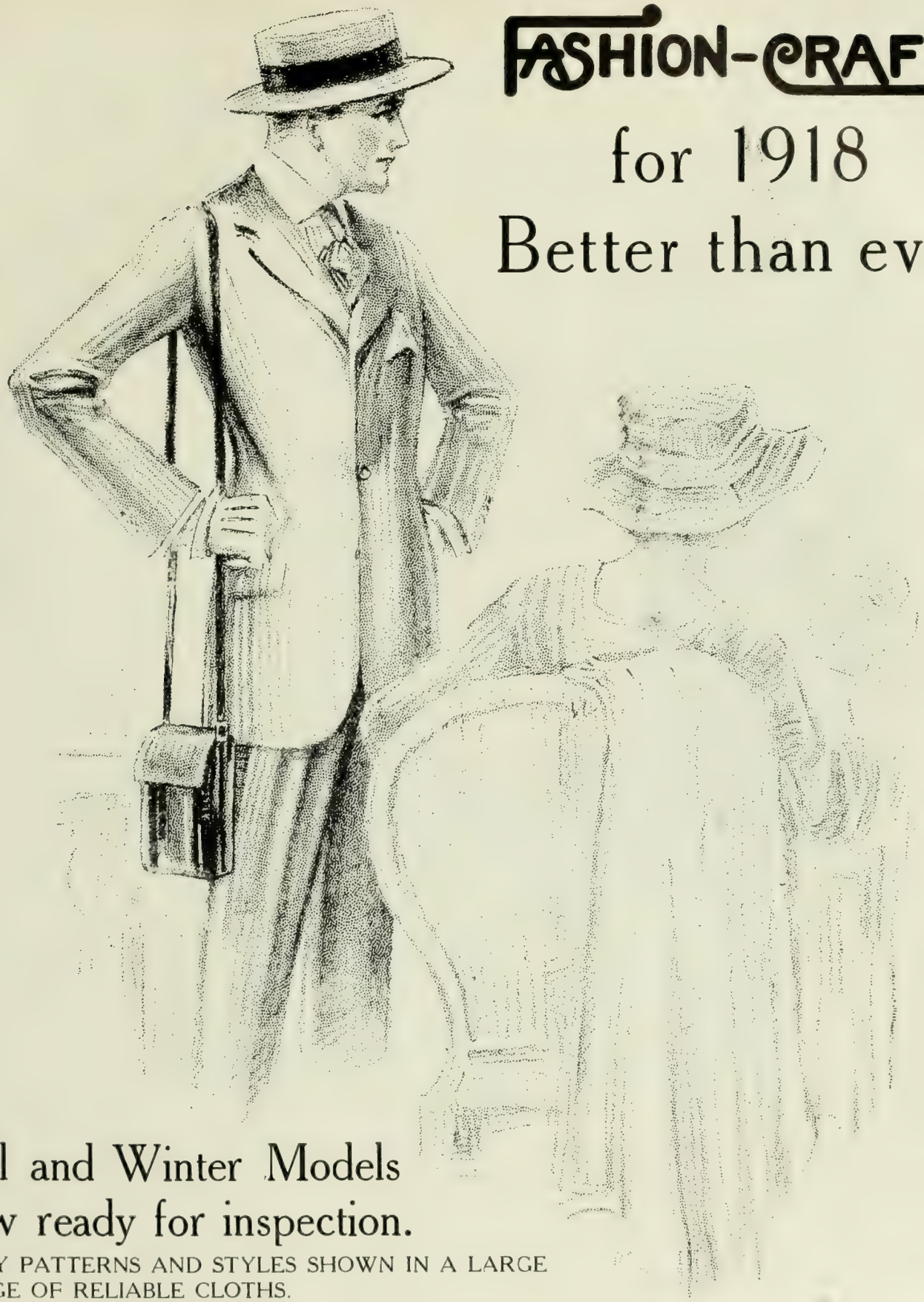


FASHION-CRAFT

for 1918

Better than ever

Fall and Winter Models
now ready for inspection.

MANY PATTERNS AND STYLES SHOWN IN A LARGE RANGE OF RELIABLE CLOTHS.

OPENING FOR AGENTS AT POINTS NOT ALREADY REPRESENTED. - - IF INTERESTED WRITE.

Fashion-Craft Mfrs. Limited

Montreal, Que.

The Modern Idea in Underwear

As the coat-shirt has superseded the old-fashioned closed front, so will the One-Button Combinations take the place of the 10 button designs.

HATCH ONE-BUTTON COMBINATION

ZIMMERKNIT

TRADE MARK

Now one of the largest sellers across the border and the demand in Canada is increasing daily.

We control the Hatch One-Button design for Canada in all fabrics made by us. The quality of material and workmanship is of the same standard as in other Zimmerknit lines, i.e., the best the market affords.

Ask your jobber to show you samples of the Hatch One-Button Union Suit.

Zimmerman Manufacturing Company, Limited

Hamilton, Canada

If interested, tear out this page and keep with letters to be answered.

A RARE COMMODITY

EVERY MERCHANT knows what A RARE COMMODITY PURE WOOL is to-day, and the almost impossibility of obtaining it.

And as bad as conditions are to-day, it is nothing to what they will be the coming Fall and Winter—anybody will tell you that.

We count Ourselves and Our Patrons indeed fortunate that we have on hand a large stock of most desirable WOOLENS in TWEEDS, SAXONIES, WORSTEDS and OVERCOATINGS purchased before present-day prices.

While these goods last, we are in a position to offer —

TRADE MARK REGISTERED

COLLEGE BRAND "Clothes"

FOR YOUNG MEN AND MEN WHO KNOW

at prices far below the present market value.

IT'S UP TO YOU NOW to look at our line which is replete with the most favored models—full of style and pep, yet without any frills or fussiness. Clothes that will appeal to the Young Fellows and Good Dressers and enable you to sell honest tailored garments, well trimmed, at popular prices, with a good profit.

OUR TRAVELLERS are out now with a full range for Fall and Winter and also immediate goods. If you can't get in touch with any of our men, drop us a line and we will soon have you with the other successful merchants WHO SELL COLLEGE BRAND CLOTHES.

The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal

(READ BUILDING)

If interested, tear out this page and keep with letters to be answered

Elk Brand Values will increase your sales of Men's and Boys' Clothing

Clothes that are well made in every particular—nifty, stylish and moderately priced. Clothes that will catch the attention and create sales by virtue of the incomparable values they represent—this, Mr. Dealer, is what the new assortment of Elk Brand

Men's and Boys' Suits
Boys' Bloomers and
Men's Pants

offer you.

We invite you to see the complete range of samples now being shown by our travellers. You'll find them even more than we claim—just what you need for good, quick selling.

J. Elkin & Co., Ltd.

Makers of Elk Brand Clothes

Head Office and Sample Rooms

MONTREAL, QUE. JOLIETTE, QUE.

If interested, tear out this page and keep with letters to be answered.

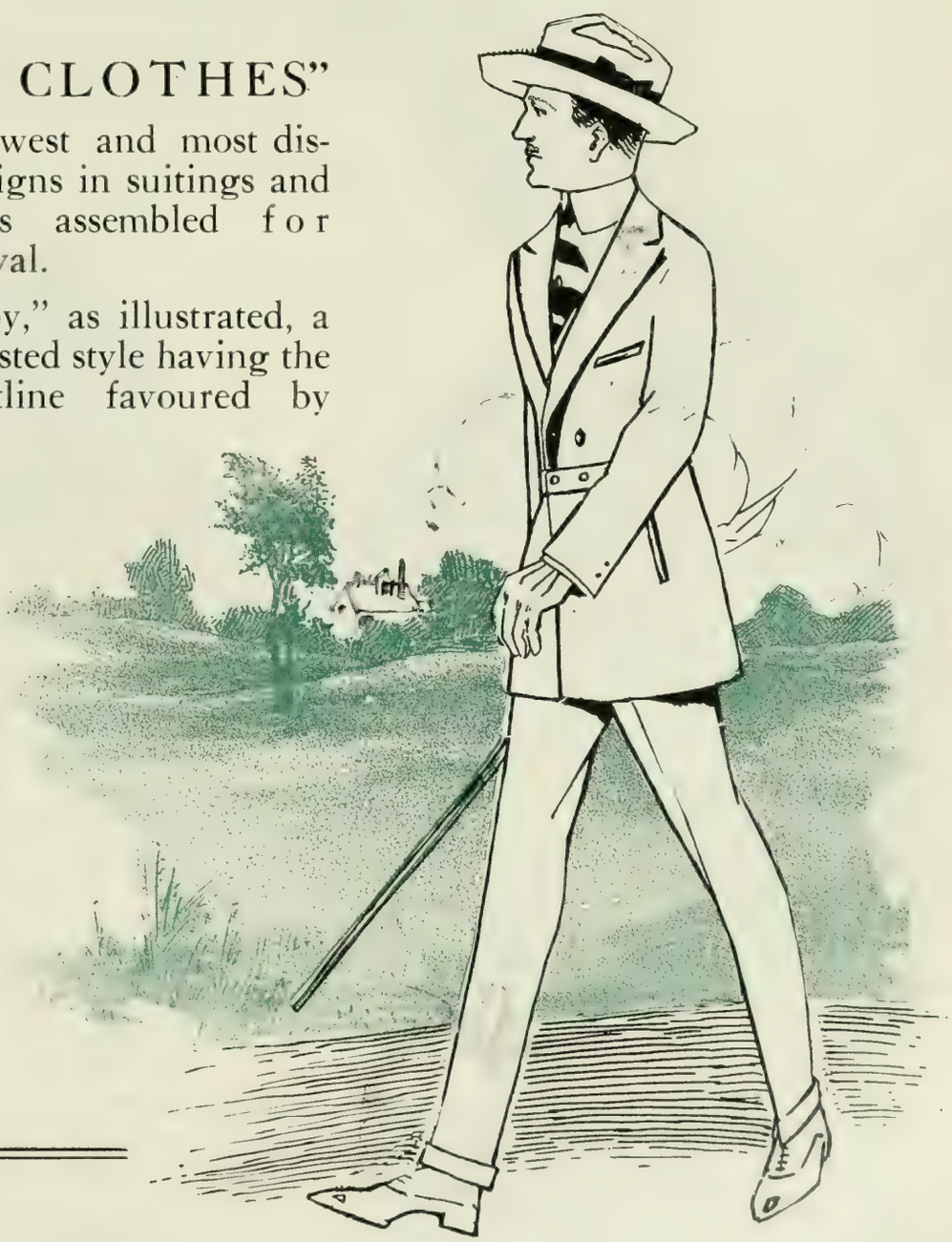
The best in Men's Fashions

Well-made clothes that are up-to-the-minute in style and finish without being the least bit freakish or fantastic looking—clothes that embody the very best in fashion for men and young men.

"GOOD CLOTHES"

offer the newest and most distinctive designs in suitings and overcoatings assembled for your approval.

The "Nobby," as illustrated, a double-breasted style having the high waistline favoured by young men.



B. Gardner and Company

Makers of "Good Clothes"

85 St. Catherine St., Montreal

If interested, tear out this page and keep with letters to be answered.

BOB LONG

Union Made

Overalls

Shirts and Gloves

Known from Coast to Coast

THE TEST

68 lbs. to the square inch under Hydraulic pressure is the test that "Bob Long" Overalls have been put to.

Their strength is in the tightly woven fabric.

Bob Long says:—

"My overalls and shirts are the best because—they stand the test of the wash-tub—no starch filler or cheap dyes to wash out."

This advertisement is now appearing in all the papers from coast to coast to assist you selling the best garment made the "Bob Long" Brand. Check up your stock and order at todays prices

Known from Coast to Coast

R. G. LONG & CO. LIMITED TORONTO, CANADA

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8 TORONTO, APRIL, 1918 No. 4

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Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*
A. B. Caswell, *Montreal Representative.* W. R. Macnamara, *Editor.*
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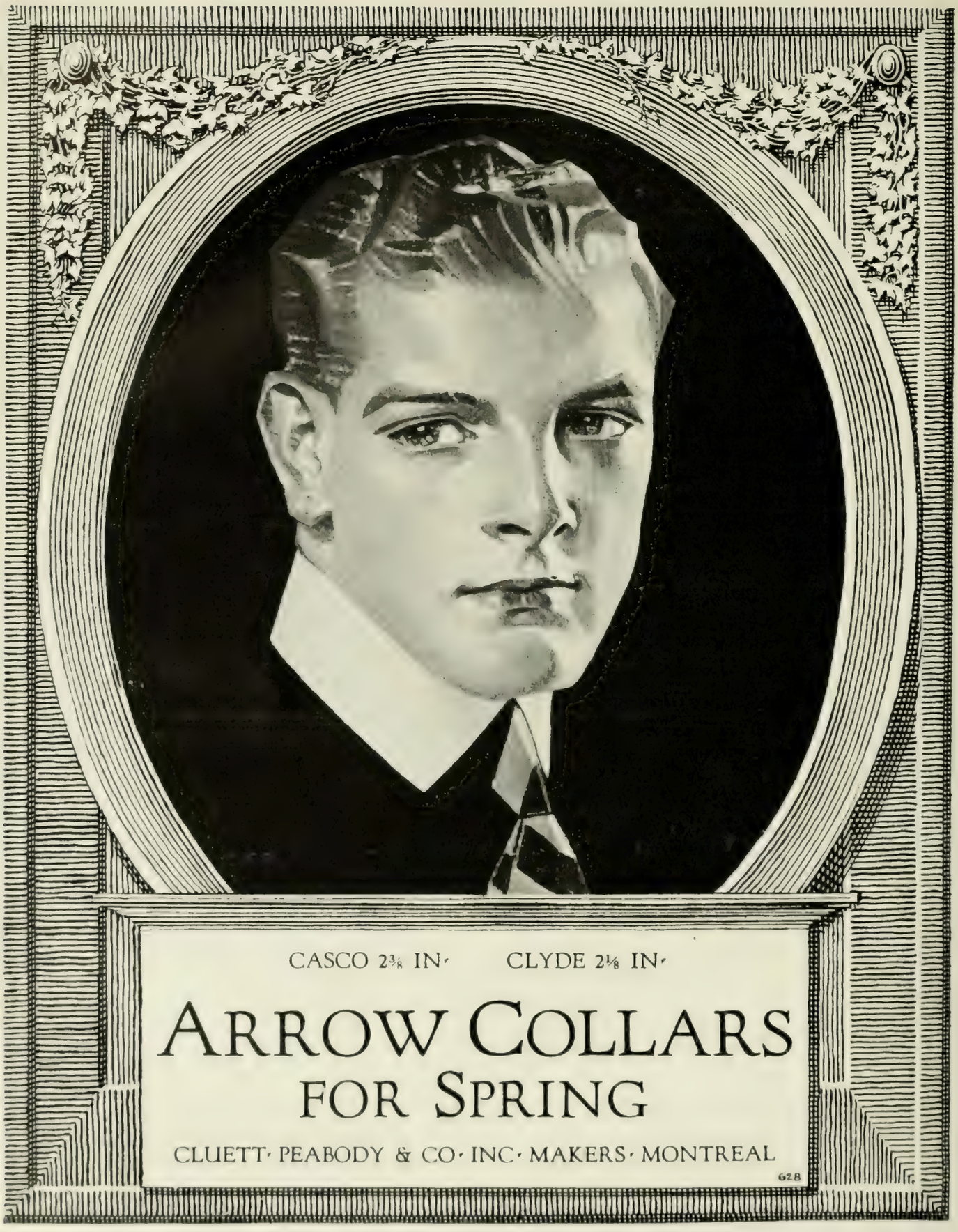
GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 20 cents. Invariably in advance.


CASCO 2⅜ IN. CLYDE 2⅛ IN.
ARROW COLLARS
FOR SPRING
CLUETT, PEABODY & CO, INC, MAKERS, MONTREAL
628

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VIII. TORONTO, APRIL, 1918 NO. 4

WILL GOVERNMENT PERSIST IN ISSUING "HAND-ME-DOWNS" TO RETURNED MEN?

SINCE MEN'S WEAR REVIEW, in the March issue, outlined the proposal of the Department of Militia to issue civilian outfits of clothing to discharged men a veritable storm of indignation has arisen. At this writing, though, it is impossible to state what the Government will do.

MEN'S WEAR REVIEW, when, through one of its editors, taking up the matter with the Department of Militia and Defence was treated rather cavalierly.

A BLUNT STATEMENT

"We don't particularly care what the men's wear trade thinks of this matter," stated the Department.

"No," replied MEN'S WEAR REVIEW, "but after all it is the people's money which it is proposed to spend, and we are in a position to bring evidence to show that the movement is considered, by those best qualified to speak, to be distinctly against the interests not only of the retail men's wear trade, but against the interests of Canada as a whole, against the interests of the great majority of clothing manufacturers, most of all against the interests of the returned soldiers who deserve so much.

"We are in position to state that the returned soldiers do not want this issue of civilian clothing —regard the proposed issue rather as an insult.

"We are in position to state the men of long experience in the clothing business believe such an issue of clothing would mean not only a waste of money but of wool."

AND THE AUTHORITIES SAID—NOTHING

To this presentation there was no reply, and to the protest sent by MEN'S WEAR RIVIEW on behalf of the men's wear trade the Department of Militia and Defence has as yet made no reply.

But, while the Government has said nothing which may be taken to show that the proposed issue will be abandoned, there is reason to believe that the Government can not fail to recognize the presentations made against the proposal.

WHAT HAS BEEN DONE

Briefly stated action has been taken as follows:

The Retail Merchants' Association has interviewed the authorities, urging the injustice of such an issue of civilian clothing.

Many men's wear merchants have taken up the matter with their local members of Parliament.

The Dominion Secrtary-treasurer of the GreatWar Veterans' Association has been in conference with the Minister of Militia—has opposed the issue,and has given his opinion—as related fully elsewhere in this issue—that the Government's propostl will not be carried through.

ALTERNATIVE PROPOSAL

In the interests of all an alternative proposition has been put before the Government, which put in a few words, is that instead of a suit of clothes, an overcoat and a cap the Government give each man the sum of money which such an outfit would cost—that the returned man be given this money to spend on his civilian outfit in any way,and in any place he wishes.

ANOTHER PROPOSAL

A variation of this proposal- advanced by the border cities branch of the Retail Merchants' Association—is that the Government give each returned man an order for clothing to be honored by any merchant in the district from which the soldier enlisted.

WHO WOULD GET CONTRACTS

There is, of course, a good deal of rumor as to who would get the contract for these civilian outfits should the Government go ahead with the project in face of such strong opposition. Two names

are generally mentioned—one of an Easterner, the other of a large store. There is no proof that these firms are after the contracts—which would of course be valuable. There is, however, a general feeling among manufacturers that no matter how the contracts were given—even if they were split up among a large number of manufacturers—great harm would be done to the clothing industry as a whole. Manufacturers realize that their prosperity is bound up with the success of the retailer, and consequently, for hard headed business reasons, resent any action which will harm the retailer.

Moreover, no one realizes better than the clothing manufacturers the brave fight which the retail clothing man has made—so uncomplainingly— during these trying years.

FORTY OR FIFTY DOLLAR OUTFITS

The Government's idea, as more information regarding it has come to hand, is somewhat larger than was at first thought. The issue would not be of such terribly cheap suits and overcoats as was at first thought. From MEN'S WEAR REVIEW'S Ottawa correspondent the word is received that the idea is to give outfits which would retail at from $40.00 to $50.00; that, moreover, they would not be of one material, but that the discharged man would have a certain choice.

TROUBLE NOT OVERCOME

Yet this does not do away with the probability of injustice to the soldier, and of financial loss. It is hard enough, sometimes, to fit a man from a well assorted stock, when the fitting is in the hands of experts—how could a Government issue result in satisfaction? Men of the same chest measurement do not take the same suit—a man may be a 38 and be six feet tall, or he may be five foot six.

Moreover, Bill Smith, who left the forge to fight so gallantly for democracy will want one kind of civilian suit, and Tom Jones, the young law student, who fought equally gallantly side by side with Smith, will want an entirely different outfit. The uniform of the trenches suited both men, a uniform for civilian life will not.

WHAT WILL HAPPEN?

So, if the Department of Militia and Defence goes ahead with its plan what will happen? Well probably exactly what did happen when the Government was formerly issuing what the returned men scoffingly call "hand-me-downs." Some will actually throw these suits away—others will sell them to second-hand dealers for what they will bring. That such things would result will doubtless be told to the Government—as it was told MEN'S WEAR REVIEW—if the Government gets the veterans' opinion. Indeed this has probably already been brought out.

NEED FOR PRESSURE

The alternative proposed to the Government is so sane that it would seem it must be adopted. Yet for ways that are deep the heathen Chinee is not alone peculiar. It behooves clothiers generally to take no chances, but to do everything possible to bring pressure on the Government, through local members of Parliament, through the R.M.A.,, through personal letter.

Everyone appreciates what the returned men deserve. To get back into civilian life is going to be hard enough for them—the habits of civilian life broken, nerves often unfortunately broken, too. The returned man deserves the squarest kind of a square deal, and as regards his civilian outfit he'll get it if given the money for an outfit, or an order which is the equivalent of money. It would then be for each soldier to decide if the money is sufficient to enable his securing what he needs—if not he has the right to supplement the dressing allowance as his taste and financial resources allow.

GREAT WAR VETERANS OPPOSED: DON'T WANT GOVERNMENT CLOTHING "HAND OUT"

Dominion Secretary-Treasurer Gives the Veteran's Point of View — He Doesn't Pretend to Know Clothing Values, but Feels Minister of Militia and Staff Share This Ignorance With Him

THE Great War Veteran's Association is in accord with the position taken by MEN'S WEAR REVIEW, in so far as the government proposal to supply civilian outfits to returned men is concerned. Nothing in the nature of a "hand-out," as the soldiers call it, is wanted. What is wanted evidently is just a square deal. But the exact viewpoint is set forth in a letter just received from the Dominion Secretary-Treasurer of the Great War Veterans' Association:

The Editor, Men's Wear Review,
143-153 University Ave.,
Toronto, Ont.

Dear Sir:—

Our Toronto branch has forwarded to me a copy of your publication containing a protest against the Militia Department issuing civilian clothing to discharged soldiers.

Let me say that this matter has already had the attention of this office in the interest of the returned soldiers themselves. I can assure you that the military authorities will find us opposed to any such proposal. I had a rather lengthy conference with the Minister of Militia along this line just recently, and as a result I feel very certain that no such course will be adopted. The soldier has no desire for charity, and has just as much right to choose for himself the clothing that he wears as any other civilian who stays at home. This idea of "hand-outs" may be very convenient, and is one to which the Government usu-

ally lends itself. I may say that I have seen the suit that it was proposed to issue. I do not know much about cloth; but I am persuaded that neither does the Minister of Militia or his staff. At any rate, I don't think that the retail clothing merchants need worry any further, but I was right glad to note your observation on the matter.

In clothing, let me draw your attention to the practice of some clothing merchants. Let me assure you that the returned soldier desires nothing for which he will not return service. However, when one first comes home, after a long absence, it is hard to get a foothold again. Those of us who have experienced it know just what it means. A returned soldier cannot go out and look for work without a proper front. I don't know just what the profit on clothing is, but there are merchants who offer clothing to returned soldiers at ten per cent. reduction. The difficulty is that duplicity has often been practised, and the returned soldier who supposes that he is getting something at a more reasonable rate really has a cheap shoddy article in the end. I do not think it is fair for merchants to take advantage of returned soldiers. There is no doubt about it that they, in common with others, owe the returned soldier more than they can repay, and it would not hurt them very much to give the man a little boost on his way by affording him the opportunity to secure clothing at a price which he can afford to pay.

I beg to remain,

Yours truly,

N. F. R. Knight

Dominion Secretary Treasurer.

DEPARTMENT LEARNS MERCHANTS' VIEWPOINT

Letter From "Men's Wear Review" Puts Position of the Trade Before the Ottawa Authorities—No Answer Received

February 27, 1918

Department of Militia and Defence,
Ottawa, Ont.

Gentlemen:

In reply to your letter of February 22, in which you state "It is expected that in the near future we will be in a position to issue to them—the returned soldiers—a complete outfit of first-class clothing, including an overcoat and a cap," we would like to urge that such action would not be in the interest of the returned men, of the country, and that it would be a severe blow upon the men's wear trade of Canada which of course has already suffered very materially by reason of so many men going to the war.

Our information is that when the Department of Militia and Defence was handing to each discharged man an outfit of clothes that in many cases these outfits were promptly sold to some secondhand clothing dealer. Why these sales would take place is obvious. It would be almost impossible to supply a suit of clothes for each man which would fit—certainly quite impossible to supply a suit of clothes which would suit his taste in style and fabric. Civilian clothing in this regard of course is different from the military uniform.

If the civilian suits which would be issued by the Government would again be treated as they were there would of course be a great waste of money through the purchase of these suits—there would, moreover, be a great waste in woolens which would perhaps be even a more serious thing at the present time.

Would not much the better course be to give to each discharged soldier the amount of money which this civilian outfit you have in contemplation would cost? With this money the returned man would be able to secure what actually suited him, supplementing the amount if he so desired from other funds which he would have.

Under this arrangement the purchases of clothing by the returned men would be largely made from merchants whom they knew from whom they were accustomed to getting satisfaction in the past. We know that many of these merchants are giving a large discount to returned men so that these would certainly get the utmost in value—the merchants moreover would get what we feel they are entitled to, an opportunity to serve the returned men so that they will have their business through the years which are to come.

MEN'S WEAR REVIEW has gone into this matter to some extent already and feels certain that the merchants of the country will feel any action to supply the returned men with outfits of civilian clothing would be wasteful and discriminatory. We believe the Retail Merchants' Association are taking this matter up. We feel that any representations which may come from these sources should receive the most careful consideration. We feel that such a step as your letter indicates is contemplated would work considerable hardships and great waste. We feel the plan might well be given up. We have amassed information on the subject—including opinions from many returned men, opinions which we believe are going to be crystallized by some resolution from the Great War Veterans' Association, and we would be glad to submit any evidence to you if it would be of value.

Would appreciate being kept advised of what is being done in regard to this matter.

Yours very truly,
MEN'S WEAR REVIEW

BRITISH UNIFORMS

It is reported that a million dollars' worth of British-made uniforms have arrived in Paris and have been distributed to the United States forces over there. The men of one New York regiment and other American soldiers at the front have been wearing these uniforms which are suitable for the cold, wet climate.

The officers are many of them wearing short, warm overcoats of British make and are glad to get them. They also wear the French style caps.

Thousands of bales of cloth consigned from New York for the Russian army have been intercepted on the other side of the Atlantic and will be made up in Britain for the American troops.

This information, which arrives from a fairly authentic source, would seem to bear out the report that the United States forces will be clothed from British sources once they are on the other side of the water.

This, of course, will mean a still further drain on the British woolen industry and still further increase the already serious cloth situation.

SNAP SHOTS BY RFANK FARRINGTON

IT is not salesmanship to inject gossip and comedy into the selling talk with the customer. Save the jokes until the sale is made, or get them out of the way before you begin.

What is going to bring in new customers to take the place of those who die, move away, get dissatisfied, unless you get them by advertising?

You may agree with a customer in a very plain spoken fashion, but when it comes to disagreeing, dip deep into courtesy.

Advertising, good advertising, is telling people of a thing you sell and telling them in such a way that they will want to buy it.

The way to make your advertising effective is to write it and rewrite it and make each sentence say just exactly what you want it to say in just the best words available.

If you are in business to stay, begin now to please the people who are going to be your customers ten years from now, the children of the community.

Be careful about the use of the superlative in describing your goods. Everything cannot be the best, the greatest value, the most satisfactory, the grandest and the finest. People don't care so much about the best as long as it is good enough.

Get acquainted with your business neighbors even if they are in the same line of business as yourself.

Make your own personal figure prominent in your business. The trade you get through your personality is trade that sticks by you.

Don't waste time telling people stories about how much goods you sell. That isn't what they want to know about your stock.

SUCCESS WON BY SATISFYING CUSTOMERS

New Store of Stiles and Humphries, of Winnipeg, One of the Finest Men's Wear Stores in Canada—Several Novel Features Introduced—Much Attention Given to Display, Both Window and Interior

AFTER fourteen years' successful business on Portage Avenue, Winnipeg, Stiles & Humphries, men's wear dealers, have extended their business by occupying the large store at the corner of Portage and Notre Dame Avenues. This building having a frontage of 140 feet, with depth of from 40 to 50 feet has been fitted with the latest furnishings and appointments and ranks as one of the most modern men's wear stores in the country.

The old store further up Portage Avenue will be maintained and the idea is to devote same to exclusive high class business while the new store will aim to catch the great bulk of the men's wear trade of the cosmopolitan city of Winnipeg.

Spacious Window Display

The great frontage, being as already mentioned 140 feet, gives splendid scope for window display, there being altogether nine windows. An original idea used in each of these is an imitation of the old style street lamp post bearing on the sign board, the names of "Quality Ave." and "Stile Street."

As the value of a location such as this depends largely upon the effectiveness of the window display neither time nor reasonable expense is spared upon these. The principal window is the angle window at the corner of Notre Dame and Portage. This is devoted almost exclusively to clothing as this line constitutes a large proportion of the sales. The fact that the clothing sales have been greatly increased is considered by Stiles and Humphries to be largely due to the effectiveness of this window. All windows are regularly dressed twice every week so that the habitual passer-by always has something fresh to catch his eye.

Appointments Complete in Detail

There are two entrances to the store, one from either avenue, and the first impression upon passing through either of them is the spaciousness of the interior. As details become more apparent the richness and completeness of the appointments impress themselves upon the onlooker.

Interior Octagonal in Shape

The store inside is somewhat roughly in the shape of a circle or perhaps it would be more correct to say an octagon. One side of this octagon is devoted to shirts, another to hats, another to collars and several to clothing.

This latter line, which as mentioned before is strongly featured by this firm, is kept in special wardrobes, the main features of which are the two stationary racks in the rear and the four swinging arms in front of each, two on each side, one above the other, each arm being about five feet in length. This arrangement permits of a splendid display of the goods because these arms can be swung out into the store, permitting of easy acess to the rear racks, and the customer is so placed that practically all suits in the cabinet are in easy view.

In connection with this department, the firm maintains a special staff of tailors who make all necessary alterations to clothes. Stiles and Humphries insist that no suit may go out until an exact fit for the customer is secured as they are desirous of giving absolute satisfaction that will build up a permanent, satisfied, clientele.

A Unique Collar Case

One of the many new features of the store is the collar case, which was designed by Stiles and Humphries themselves and is a marked departure from the standard case seen in nearly every store. It is, MEN'S WEAR REVIEW believes, the only one of its style in Canada, up to the present time.

The chief characteristic of this collar case is its accessibility. Lying low, with a slant of about 30 degrees, it is a temptation to look into it and select the collar wanted. There is no stretching or craning of the neck, no bending of the body necessary. Fairly before the customers' eyes all the different styles can be inspected with ease. Stiles and Humphries claim that this case has vastly increased their collar sales.

Cut Flowers Freely Used

This collar case forms one side of an enclosure in the centre of which there is a display case featuring shirts and neckwear. In this fixture the larger part of the collar stock is also accommodated. On the top of the case is a basket which is kept filled with fresh cut flowers. This is rather a novel idea for a men's wear store and is carried out throughout all the departments.

High Grade Neckwear Featured

Another line that is given special attention is neckwear. Numerous tie racks are scattered around the store carrying spendid assortments with prices clearly displayed Stiles and Humphries have developed a trade for high class neckwear, made from good silks, in extra large shapes and their range includes numbers retailing as high as $3 each.

This Firm Believes in Display

Throughout the store it is noticeable that attention is given to the display of all articles that are for sale. Tables scattered through the store contain in-

(Continued on page 38.)

One view of the interior of Stiles & Humphries newly opened store on Portage Avenue, Winnipeg. The arrow marks the unique collar case designed by the members of this firm. Note also spaciousness of interior and use of cut flowers for display. Neckwear is fully displayed in every convenient situation.

Emphasizing Some Novel Features

In this view the octagonal shape of the store is quite noticeable. Other noteworthy features are the use of cut flowers, novel lighting methods, number of display cases placed wherever room is available, prominent place given to neckwear in which a high-class trade is done, and the general dressed-up appearance given by the quality of fixtures used.

SUCCESS WON BY SATISFYING CUSTOMERS

(Continued from page 36.)

dividual displays, it may be of sweaters, it may be of underwear or any other of the many men's wear lines. The whole plan of the store fairly shouts the well known adage "Goods well displayed are more than half sold."

Trade Built from Satisfied Customers

When asked to express an opinion as to the principles back of their evident success, Stiles and Humphries stated that it was due only to the fact that they first of all study their customers' requirements, and if they have not the goods the customer wants in stock, rather than make a dissatisfied customer by filling his order with something not particularly suited to his purpose they prefer not to sell at all. Every effort of course is made to prevent such a contingency arising as it is aimed to have the stock complete in every detail. "Give your customers *quality, fit* and *style*, accompanied by service and careful buying and you cannot help but make a success of a men's furnishing store." This sentence from the mouth of one of the members of this firm clearly demonstrates the foundations upon which their business is built.

S. H. Yanover, men's furnishings, Belleville, Ont., suffered fire loss.

This view gives some idea of the imposing appearance of the new store of Stiles & Humphries as it appears from the street. Inside the windows can be seen the old fashioned lamp posts referred to in the article.

BUY XMAS HANDKERCHIEFS NOW

Shortage in all Lines of Handkerchiefs—Linens Practically off the Market—Prices Continually Advancing—Renewed Demand For Silks

NEXT to neckties and scarfs what is one of the biggest lines in the men's wear store during the Christmas week? Why, handkerchiefs, of course, cotton, linen or silk; in fancy boxes and by the dozen. It would be, therefore, a serious matter if there were no handkerchiefs to sell when the selling season arrived.

Shortage in Sight

While possibly there may always be a few handkerchiefs of some kind or other obtainable, a very serious shortage is developing in these and is becoming more pronounced every day. As an evidence of this it is only necessary to remind the retailer as to how few of the jobbers are looking for Christmas handkerchief business. Under normal conditions, during the early days of January, every men's wear jobber, every dry goods jobber, and every specialty house dealing in this line, was scouring the country, placing business for the still far-distant Christmas season. This year the number that have gone out seeking business has been confined to one or two specialty houses. These report a tremendous demand on the part of the retailer and are already fairly well booked up and will soon be withdrawing all or most of their lines.

Others, again, will accept no handkerchief orders for later than May delivery, and still others are selling from hand to mouth.

Why a Hankderchief Shortage?

Well, we are getting used to reported shortages, but why a handkerchief shortage? It commenced, first of all, in the shortage of linen lawns for linen handkerchiefs. It is not necessary to dilate here on the linen situation. That is too well known. Suffice it to say that the most serious feature of the acute linen shortage is in fine handkerchief lawns. Looms that have been working upon this class of material have been particularly easy to adapt to work on aeroplane cloth. In consequence they were commandeered by the British Government even before the machines working upon damasks and similar goods. In addition to this shortage in linen goods it must be remembered that our fine cotton handkerchiefs were largely of British importation. Government requirements and shipping difficulties have also had their influence here and the supply has been greatly diminished.

Prices Continually Advancing

And thus it is that wholesalers have found stocks very hard to accumulate, and have also found that they were compelled to pay continually higher prices. With the strong position of raw cotton, selling as it is around the 34c figure for middlings, with the finer grades suitable for handkerchief lawns away above this mark, it is evident that still higher prices are in sight.

Buy Christmas Supplies Now

It would seem advisable therefore for retailers to look around now and pick up their Christmas requirements wherever they can get hold of suitable lines. There is great danger that there will be a serious shortage and in addition there is nothing to expect in so far as prices are concerned but still higher figures.

Revival in Silk Handkerchiefs

Silk handkerchiefs are reported to be having a second lease of life and to be selling freely in practically all parts of the country. The shortage of fine linens probably has much to do with this revival. Fancy bordered lines are among the sellers and combinations of ties, collar and handkerchief to match are meeting with a good reception .

ADVICE TO SALESPEOPLE

"Do not try to sell an article unless you are firmly convinced that the customer ought to have it and that it will serve his purpose better than anything else you have in stock. When the sale is completed, say 'What next may I show you?' instead of 'Is that all?' The latter form of expression, in most instances, precludes the possibility of showing other goods. Or, without asking permission, to show something that will 'go well' with what has been purchased."

WINDOW LIGHTS ALLOWED FOR SATURDAYS

Power Commissioner Grants That Much Relief to Retail Trade — Pressure Being Applied For Further Changes—Evident That Force of Window Display in Modern Retailing Not Understood by Promulgators of Edict

AS announced in last month's issue of MEN'S WEAR REVIEW considerable pressure has been brought to bear upon Sir Henry Drayton, Commissioner of Power, to modify to some degree at any rate the recent order eliminating all lights from show windows. While all classes of merchants have undoubtedly suffered more or less, it is probable that men's wear retailers have been the biggest sufferers, as it is no secret that men are better window shoppers than women are, and many stores in larger centres depend very largely on the drawing powers of their windows for their business.

To such the edict forbidding the illumination of all windows has been a serious matter and has seriously cut into possible business, particularly when it has been found impossible to install gas or other outside illumination.

One of the most noticeable results reported to MEN'S WEAR REVIEW was the effect on Saturday night to business and in this regard it is encouraging to note that the representations of the Retail Merchants' Association have been successful in having the order rescinded in so far as this one evening a week is concerned. While this is a move in the right direction it is not felt to be enough, and further efforts will be made to have the order revoked entirely unless it can be clearly shown that the move is necessary to speed up production of any essentials.

MEN'S WEAR REVIEW called on a number of Toronto retailers and talked the matter over with them. It is noticeable that stores which are so located as to depend for a large part of their business on the passing crowd feel this measure more than the stores that have, so to speak, a neighborhood trade, but all are feeling it more or less.

Frank Stollery, corner of Bloor and Yonge, states that the elimination of window lights has undoubtedly hurt his evening business to quite a considerable extent. This was more particularly noticeable on Saturday evenings than at any other time, and in consequence he is pleased that the restriction has been withdrawn for this one evening. He, however, feels that there are other ways that power could be conserved if same is really necessary, and mentions that in so far as he is concerned he would prefer to cut down his interior lighting 50 per cent. and retain his window lights. He believes that his business would have been still further restricted only that he was lucky enough to install six large gas lamps on the outside of his building just a short time before the order came into effect. In consequence his windows have not been in darkness but they have not had the drawing power that they would have if the proper window lights had been in use.

N. L. Birrell, Bloor west, is another who has had gas as well as electric light and in consequence has not felt the edict to the extent that he otherwise would have done. He, however, feels that it is essential to the welfare of any men's wear business to have window displays properly lighted, and that any who are so fixed that the carrying out of the order means total darkness in the show windows must be suffering a real hardship.

James Easson and W. H. Patterson, both of Bloor west, claim that they have not noticed so much ill effect as might have been expected. They are, however, glad to see the lights back for Saturday nights, and feel that they have undoubtedly lost some business from poorly lighted windows. Both of these dealers, however, have a fairly steady neighborhood trade that will come to them for their wants regardless of the windows, and are not consequently as dependent on catch trade as stores nearer the big arteries of the city who pay big rents because they are so placed, and who pay these big rents simply because they are able to display their wares by means of their windows before a great concourse of people.

Harmful Effects to All

Altogether it is evident that this restriction has worked some harm to every men's wear dealer, in varying degrees according to the locality and other conditions, and if it is not necessary or if the results achieved could be secured in some way that would not work an injury upon the great class of the retailers of the country, immediate and continual pressure should be used until the restrictions are withdrawn for the other five nights of the week.

Willing to Suffer if Necessary

As MEN'S WEAR REVIEW stated last month men's wear dealers are one with the Government in their desire to do everything that will assist in any way to win the war, and if this move will advance the cause to the extent of one man or one day's time they are perfectly willing to suffer any loss that may materialize, but what the most of them cannot understand is why some other method of saving power could not be schemed out that would not have the same ill effects. It is evident by the very wording of the edict that the parties responsible for same did not realize the importance of display in modern merchandising methods. To these men it seemed that the light so used was light so wasted, and if this was their belief it is easy to understand that a feeling should arise that the waste should be stopped.

Proper representations are being made to Sir Henry Drayton and his associates so that the matter may be shown in its true light, and it is hoped that the order will be withdrawn entirely in the very near future.

Apart from the loss of business, Mr. Stollery, the men's wear dealer already referred to, states that he believes that any measure that will have the effect of increasing the natural gloom and despondency of so many people at the present time should be avoided, and darkened, gloomy streets can not fail to have this effect upon the average individual.

As stated in last month's issue of MEN'S WEAR REVIEW the Retail Merchants' Association still have this matter in hand. The lines upon which they are working are reduction of interior lighting, if same is necessary, with the permission to use one 60-watt lamp in each window. There would seem to be no reason why such moderate requests should not be granted.

CANADA ATTRACTS SOLDIERS

Many Veterans of the European Conflict Will Cross the Seas to Share in Development of the Dominion After the War

"There will be many time-expired men from my regiment who will want to come to Canada when the war is over" writes Major D. Hector Pearson of The MacLean Publishing Company's staff, who is now a prisoner of war in Turkey. Major Pearson's words bear out the belief which gains strength from many similar indications from every camp and fighting front that after the war the hardy men who have held the lines against the Hun will still want to be in the forefront of the economic battle called 'after-war trade.' Canada's place in that fight, as in this, is over the top every time, and the attractions of the Dominion for the soldier-spirit are immense. Immigration will certainly result.

SELLING BY AUCTION

The Colonial Shirt Co. of Kitchener are discontinuing business. Their stock is being disposed of by auction. Difficulties in securing materials are responsible for the decision to shut down, it is claimed.

Empty shelves offer no attractions to a shopper, and more than that they make a store look as if business is poor.

If you have not made any improvements in your store or in your methods during the past year, there is something wrong with your ambition.

The man who gets the raise in salary is the man who is always on time, and he gets the raise not so much for being on time as for being the kind of a clerk the fellow always is who makes it his business to be on time.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av. TORONTO-CAN.

VOL. 8. APRIL, 1918 No. 4

CLOTHING RETURNED MEN

THE announcement from Ottawa that 20,000 men will be returned from England and France during the early Spring months who are unfit for further military duties will be welcome news to the men's wear dealers of this country as it will mean that the number of men that have so far been called up by the Military Service Act will be very nearly replaced by these men returning to civilian life. It also goes to bear out what MEN'S WEAR REVIEW has maintained all along that from now on the number of returning men will equal the number going out of the country and in consequence the trade has already passed through its worst period in so far as it will be affected from the workings of conscription.

It also emphasizes the necessity of stamping out NOW the attempt to have the outfitting of these men taken from the regular channels and put into the hands of some contractor. The men's wear dealers of Canada are staunchly behind the government of their country to help in every possible way to win the war but why they should be deprived of their fair share of the possible business that will arise from this source, when of all trades they have been the biggest sufferers since war was declared, they cannot understand, particularly when the returned men themselves go on record as being opposed to any action of the government towards issuing standard clothing that will in all likelihood but be thrown away as undesirable by the man to whom it is issued as soon as he can get himself an outfit that he has picked to suit his own individual taste.

DAYLIGHT SAVING THIS YEAR

AT the time of going to press a Daylight Saving Bill is in the act of passing the legislative bodies at Washington and a similar bill is to be introduced in the Canadian House at once. We have sounded out a number of men's wear retailers on this matter and find an unusual unanimity in favor of giving same a country-wide try-out. While some doubt is expressed whether the change will effect any noticeable increase in production it is certain that it is bound to add many hours of daylight for healthful outdoor recreation. Possibly no man needs this more than the retailer stuck behind the counter for long hours in stores, often but poorly lighted and ventilated.

One thing, however, should be insisted upon: Proper notice should be given of this legislation and time should be given to have the general public thoroughly posted and educated before the change becomes effective. This applies particularly to country districts where the people coming in from the farm after a hard day's work will not be pleased to find the stores shut an hour earlier than they had figured on. Business is often lost in this way that will never be regained, as was noticeable in the case of the heatless days of a month or more ago. If the powers that be could only get a proper grasp of the necessity of educating the public to the change before springing same upon them in order that the move may be favorably received, but little trouble should be anticipated.

THE INCOME TAX

BY the time this issue of MEN'S WEAR REVIEW reaches the hands of many of our readers the time allowed for sending in statements regarding taxable income will be nearly, if not quite, up. If same has not been attended to no time should be lost as the penalty for neglecting this duty is a heavy fine. All whose incomes are taxable, and this means all single men with incomes over $1,500 and married men whose incomes go above $3,000, must comply with this regulation. Different forms are provided for individuals and for limited companies. There are also papers for you who are employers if there is anyone in your employ whose salary is sufficiently large to come under the working of this act.

When figuring incomes, business men should remember that living expenses have to be considered as part of the income and those who have not in the past kept track of these will have to estimate same to the best of their ability.

WILL it be in the interests of true economy or tend towards the preservation of the world's wool supply to have outfits given to discharged men not of their own choosing and which will be merely thrown away as soon as new clothes are procurable?

* * *

MEN who have been in uniform for months or even years wish to choose their own clothing when they are once more free agents. The right to buy what they please, as they please, when they please and where they please should be included with the withdrawal of military discipline.

* * *

AND now the government proposes to bring in one thousand Ford tractors, duty free. The farmers, apparently, are to have two chances to run a flivver.

INCOME FORMS MUST BE FILLED AT ONCE

Government Requires all to be in by March 31 — How Same Will Affect the Men's Wear Dealer—Right to Make Proper Allowance for Depreciation — Necessity of Knowing Personal Withdrawals

"On January 31, 1918, our stock at invoice price was $20,000. Realizing that actual value of same was considerably more owing to the increase in price over when it was bought, we estimated the increased value at 20 per cent., or $4,000, debiting merchandise and crediting suspense account with this amount. This $4,000 did not go into our profit and loss account but will be carried forward throughout the year in the suspense account. Can the government collect income tax on this amount from the individual partners of this business?"

THIS extract from a letter received during the week raises the whole question of the income tax and its application to the members of the men's wear trade. Upon what basis should the income tax be made to apply to retailers, and particularly to retailers of men's wearing apparel?

Taking up our correspondent's letter, first of all we cannot quite see the advantage of the suspense account that he refers to. The only apparent advantage is from the viewpoint of insurance. An idea to properly estimate replacement value of his stock and so have same covered with sufficient insurance so that total loss would not be ruinous is good business, and if that was in the writer's mind when opening this suspense account it can be thoroughly commended. The danger, however, back of this is that of the merchant deceiving himself as to his year's profits. Even though, as he states this amount was not entered to the credit of profit and loss yet there is no doubt that in the minds of the partners of the business this was reckoned as a profit earned. As a matter of fact was it? MEN'S WEAR REVIEW has touched upon this matter in previous issues but will briefly refer to same here. It might be added that the ideas expressed are not merely the personal ideas of the editor but the opinions of the majority of the best retail experts in this country and the United States.

Profits Should be Reckoned in Cash

Should this $4,000 be really reckoned as profit? In the opinions of all the men spoken to regarding same it should not be. Profits, in plain English, represent dollars and cents that can be withdrawn from the business or that will remain to the owner after the disposal of the assets of the business in the form of dollars and cents. Anything less than this is after all not a profit.

The stock of this dealer was undoubtedly worth the extra money. An increase of 20 per cent. upon a stock bought a year ago if the same was well bought and well assorted would not more than represent, if indeed it would fully represent, the cost of the stock if same had to be bought at present figures.

This business is thus in an excellent position to make money this year, but the extra profit of $4,000 will only be earned after the goods have been sold, and the accounts, if any, collected. Then again, does this dealer intend to take full advantage of this increased price when selling his goods? Will he add the extra 20 per cent. on to his selling price? If he does not he will not be earning this extra $4,000 no matter how much more valuable his stock may be. He would thus be reckoning at the beginning of a year on a profit that he would not realize.

The idea back of these remarks is simply this. A stock is worth only what you can realize from same. If for instance some unforeseen reason values should take a sudden drop, would this extra $4,000 be realizable? If the proprietor decided to dispose of his business would this amount be secured at the sale? It is nice indeed to look at a good paper profit and feel that there is a nice surplus in the business but, after all, let no man deceive himself; let the basis of figuring profits be along the lines of possible realization value.

And now with reference to the application of this to filling in required forms regarding incomes. As the majority will no doubt have noticed it is being announced in the daily press that all these

DESCRIPTION OF INCOME.

GROSS INCOME DERIVED FROM—	
1. Salaries and wages	$1,500
2. Professions and vocations ..... *None*	.....
3. Commissions ..... *None*	.....
4. Business, trade, commerce or sales or dealings in property, whether real or personal	4,000
5. Farming (Horticulture, dairying or other branches) ..... *None*	.....
6. Rents ..... *None*	.....
7. Dividends (A) *Canadian Corporations—* *Standard Transportation Company, Ltd.*	25
8. Interest on notes, mortgages, bank deposits and securities other than reported in item 7—	
Interest on Mortgages	72
Bank interest	21
9. Fiduciaries, (Income received from guardians, trustees, executors, administrators, agents, receivers or persons acting in a fiduciary capacity ..... *None*	
10. Royalties from mines, oil and gas wells, patents, franchises and other legalized privileges ..... *None*	
11. Interest from Dominion of Canada bonds, issued exempt from Income Tax, $3,000	150
12. Other sources not enumerated above	.....
13. Total income	$5,768

EXEMPTIONS AND DEDUCTIONS.

AMOUNT CLAIMED FOR	
14. Depreciation ..... *On Merchandise*	750
On Equipment and Store Fixtures	200
15. Bad debts, actually charged off within the year	40
16. Allowance for exhaustion of mines and wells ..... *None*	.....
17. Contributions actually paid to the Patriotic and Canadian Red Cross Funds and other approved war funds ..... *Patriotic and Canadian Red Cross*	250
18. Interest paid on moneys borrowed and used in the business .... *None*	....
19. Federal, Provincial and Municipal taxes on property used in the business — *General Municipal Taxes*	180
20. Interest from Dominion of Canada Bonds, issued exempt from Income Tax	150
21. Other claims for deductions must be specified in detail	
22. Total exemptions and deductions	$1,570

23. Amount paid under Business Profits War Tax Act, 1916, which accrued in the 1917 accounting period .... *Year ending December 31, 1917* *None.*

I hereby certify that the foregoing return contains a true and complete statement of all income received by me during the year for which the return is made

Date ..... *15th March, 1918.*

Signature ... *John Brown.*

This will be a guide to the way form should be filled in. In this instance net profits of the business are given. If desired gross profits could be shown and amount set against it on other page for total operating expenses. It will also be noticed that $1,500 is set down as proprietor's salary. Where correct records are not available the amount should be reckoned as nearly as possible and the word approximate entered in brackets.

forms must be secured from the nearest postoffice and filled out not later than March 31. Those who have not attended to this should thus give the matter their immediate attention.

While it has not been possible to get a definite ruling from Ottawa in regard to several points of this act it is worthy of notice here that MEN'S WEAR REVIEW was informed a year ago when the matter of the excess profits act was under consideration that the basis of profits should be actual cost of goods and that enhanced values need not be taken into consideration. This would seem to answer our correspondent's question as it is only reasonable to suppose that the same ruling will apply to the new act.

Definition of "Income"

There are, however, a few things about this act which distinguish it sharply from the War Profits' Act of a year ago. The most noteworthy difference is the definition of the word income. In the wording of the Act, a copy of which will probably be included with forms referred to or which may be obtained from Deputy Minister of Finance, income is defined as follows: "It is the actual net profit or gain or gratuity, whether ascertained and capable of being computed as wages, salary, or other fixed amount or being unascertained as being fees or emoluments, or as being profits from a trade, or a commercial, financial or other business or calling, directly or indirectly received by a person from any office or employment or from any profession or calling or from any trade, manufacture or business as the case may be and shall include the dividend, interest, or profit directly or indirectly received from any money at interest, upon security or without security, and whether such gains or profits are divided or distributed or not."

From this definition it is evident that profits, whether left in the business or withdrawn in the form of living expenses, salary or dividends are taxable.

In other words a man in business, whether by himself or in partnership with someone else has to reckon his total expenses on this basis (1) Amount withdrawn for living expenses whether paid out in salary form or otherwise; (2) Profits withdrawn from the business, whether in the form of dividends or other withdrawals; (3) Share of profits remaining in the business and not divided among partners; (4) Any other income derived from any other source than that of the business such as dividends, stocks, interest on money in banks or out at investment and so forth.

Men's wear dealers are mostly concerned with the first three sections of this interpretation. Unfortunately many retailers do not keep an accurate account of their withdrawals for living expenses. When money is wanted for any purpose too often the till is opened and the required amount withdrawn without any charge or accounting of the amount.

This matter is more fully dealt with in another article in this issue. Here it is only necessary to deal with it in its application to the income tax. As living expenses will have to be included in the estimate of the year's income how can a man give a certified statement of what these were when he has kept no track of same and really has no accurate knowledge. This is merely another reason why a merchant should pay himself a salary the same as he does to any of his clerks and include in that salary not only cash withdrawals but also any articles taken out of stock for personal use. The result may be surprising. It may have been thought that it was costing about a thousand dollars a year to live, only to find that over twice this amount has been spent.

The other part of the income that is worthy of attention here is the undivided profits of the business. MEN'S WEAR REVIEW does not wish in any way to say anything contrary to the spirit of the act. Retailers of men's apparel are entitled to pay their share of the war's cost and are willing to do so, but it is only fair that certain allowances shall be made for depreciation on merchandise, on accounts, and on fixtures and furniture.

On the forms that each man, who comes under the provisions of this act, must fill out and send in by March 31, there is a space provided on page three for just such deductions. The men's wear dealer is entitled to make these sufficiently comprehensive so as to put his profits on a cash basis. By this we mean that the profits of a retail business which are left in the business in the form of increased stock or fixtures should not be considered in the same light as profits withdrawn from the business in the form of cash or as the income of the large salaried man who draws his salary every week or month as the case may be. Profits of a business should be reckoned as nearly as possible upon the realizable value of the assets of the business, and the retailer is entitled to make allowance to put himself in this position. Of course, this depreciation allowance will have to be clearly shown on the form sent in to Ottawa, but large amounts are being laid aside as a reserve by all large businesses and corporations at the present time, and the retailer is entitled to do the same.

MEN'S WEAR REVIEW would add this word of caution that it will hardly be necessary to urge upon the majority of men's wear dealers. The allowance for depreciation, if not carried too far, is perfectly justifiable. It is evident from the forms that are being issued that every business man is expected to make such an allowance, but there should be no attempt at "camouflage." The actual amount deducted for this purpose should be clearly shown on the statement, and there is no doubt if same conforms to the reasonable limits advised herewith that it will be accepted in this spirit by those who may pass upon the statement.

FIRE INSURANCE BASED ON SEASONS

Ottawa Store Regulates its Policies That Many Lapse Before the Periods of Light Stocks—New Policies Taken Out Before Heavy Seasons

BEFORE his new Spring stock begins to arrive the merchant should consider seriously the problem of insurance. There are many who have been content to let their insurance go along as it was before war drove prices up, and to-day when their stocks are $60,000 where before for a larger quantity of goods the valuation was not more than $40,000, a large number are carrying the same amount of insurance. This means a severe loss in case of fire, and not only for the extra amount due to the increased value of the goods, but the insurance companies, if the policies are on the 80 per cent. co-insurance plan, will enforce the penalty for failure to keep the insurance up to the value of the stock. This subject should be discussed by the merchant with his insurance companies before his present stocks are increased by the addition of the new Spring goods.

Insurance Up and Down

An Ottawa store furnishes a suggestion that is worth looking into also, a method for reducing or increasing the insurance to correspond with the amount of stock on hand at the different seasons of the year. This store has a normal stock that exceeds $200,000, but at some times there is $50,000 more on hand than at the slack periods. In such a case the store would have to be over-insured at certain periods, or by holding the insurance to the low or minimum level there would be times when a fire would entail a serious loss if the destruction were anything like a complete one.

The method as described to the MEN'S WEAR REVIEW was as follows: The store has a number of policies that expire at different periods. As a rule it is heaviest for the Christmas period, and by the end of December falls from around $230,000 or $240,000 to about $200,000. The insurance policies are so arranged that several expire at the first of January, and these are allowed to lapse, with the result that automatically the insurance for January is $20,000 or $30,000 less than it was for December. Later on when the stocks fill up again new policies are taken out for $20,000 or $35,000, the amount of in increase, so that the addition is covered. In a similar manner different policies are taken out at various periods so as to balance up according to the heavy or light stock periods.

SELLING HATS WHERE SPACE IS LIMITED

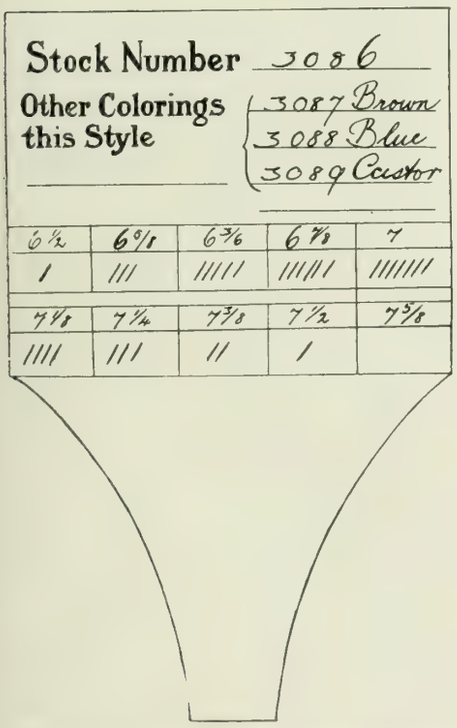
Men's Wear Dealer Describes His Stock-keeping Methods — Samples of Each Line Kept in Hat Case—Card in Each Gives Full Particulars of Stock—Claims Sales Are Facilitated by This Means

"WHAT method can you suggest to keep a hat stock when only limited display space is available?" MEN'S WEAR REVIEW has spent considerable time trying to get the right solution for this problem. Leading hat stores in Toronto were visited and their methods of stock-keeping discussed. Invariably it was found that the methods used, while admirably adapted for the stores in question were not such as to satisfy the average men's wear dealer with only limited space for the disposal of his hat stock. The method adopted in practically all large specialty hat shops is to keep forward a full range of all lines and all sizes in each line. The amount of wall-case space is sufficient to allow of this being done. Reserve stocks are kept in stock rooms either upstairs, in the basement, or at the rear. As sizes in a line become depleted they are filled up each morning from the reserve.

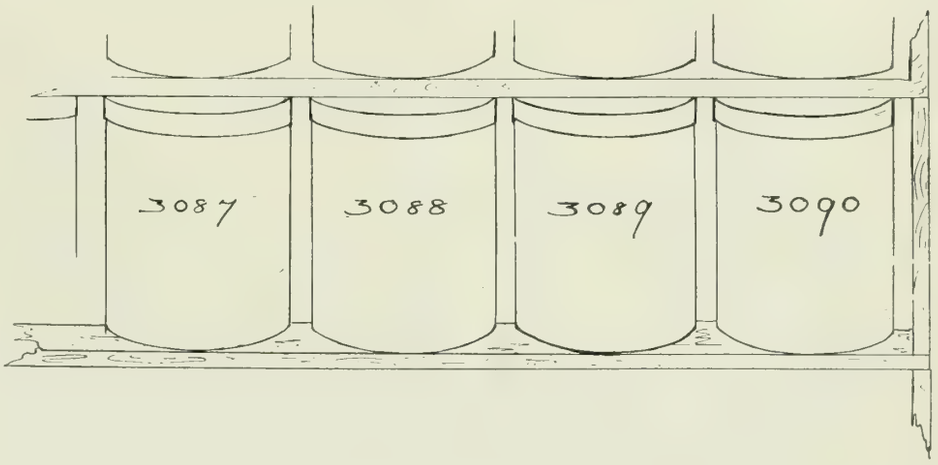
As will easily be seen the amount of display space would have to be large to allow of this being done, far larger than the average men's wear dealer can arrange to give to his hat stock.

Method of Ontario Retailer

One Ontario retailer, who modestly desires his name withheld has, however, evolved a method of solving the difficulty that appealed to MEN'S WEAR REVIEW as essentially simple and practicable. Not that it is perfect. Perfection in anything is rare indeed. The plan, however, is bound to give some suggestions even to those who believe that they can modify or improve it to suit their own needs.



Sample of stock ticket that is placed inside sweat band of each sample hat.



This gives idea how this retailer's stock apears on shelves of stock room. The large numbers make it easy to pick out line wanted.

Small Store, Good Business

The store where this system was discovered was a small one, where there was only eight feet of wall space available for the hat stock. In this has been placed the usual standard type of hat case. While the space is limited this dealer does a nice turnover in hats and carries a stock large enough and varied enough to suit the most fastidious customer. It would not be possible for him to get one-twentieth of his entire stock in the case mentioned.

Uses Samples for Display

His solution of the problem is the use of samples on display with the balance of stock kept in regular cartons on shelving in reserve stock room, immediately behind the store proper. One hat from each number (this includes one of each color of each line) is placed in the case. Inside the sweat band of each of these "sample" hats is placed a stock card such as shown in accompanying illustration.

In this instance these were run off one thousand at a time at a job printer's at trifling cost, but if so desired they could be cut out of cardboard and the whole matter written upon them, thus saving even the trifling expense of the printing. This card contains the following information:

(1) The number of the line. This may be the number used on original invoice or one of a series of stock numbers originated by the dealer himself. Each color of each style is given a separate number and treated in fact as a distinct line. (2) Other numbers in this style. This space is used when, as is commonly done, four or five colors are bought in one shape and style. The customer may like the shape of a certain hat he sees but desires another coloring. A glance at the card will show whether there are any other colors available, what they are and the correct stock number of each; (3) Number of each size now in stock. When each line is passed into stock there are so many 6⅝, so many 6¾, and so forth. The quantity of each size is marked in the designated space, each stroke denoting a hat. As a sale is made a stroke is drawn through one of the lines in the size affected. By the use of this card the clerk can tell at once whether the customer's size is in stock or not; if it is sold out on any particular style there is no use introducing that particular one to the customer's notice.

As sales are bound to be occasionally made when the clerk will forget or neglect to mark off the size on the card, it is arranged that every Friday a.m. the stock is checked against the cards and every omission of this nature is rectified. Friday morning is chosen so that the records will be absolutely correct for Saturday, the day of the week when this particular dealer estimates 75 per cent. of his hat sales are made.

This brings out an interesting fact here. While business generally is much better on Saturday than on any other day of the week it is particularly so in so far as hats are concerned. While estimating the average Saturday hat sales

(Continued on page 66)

PROPRIETOR SHOULD PAY HIMSELF A SALARY

Few Retailers Pay Themselves an Adequate Salary—The Clumsy, Loose and Dangerous Methods of Many Retailers—The Matter of Partnerships—The Right Salary the Retailer Should Collect.

By John C. Kirkwood

NOT long ago I addressed a body of fifty retailers on the question of the cost of doing business. I asked for a show of hands from those who kept a record of their business costs, and about half a dozen indicated that they knew what it cost them to run their business. Then I asked for a similar indication by those who paid themselves a salary, and the same men held up their hands. Then I asked, "How many of you who pay yourselves a salary limit your living expense to the amount of this salary?" And not a single hand went up!

One could preach a forceful sermon on this theme of the retailer's neglect to pay himself an adequate salary and to limit his living expense to this salary, but this is not the time for delivering this sermon. I must content myself here and now with urging every earnest retailer to put himself, in regard to his own business, in the position of a salaried employee, and to pay himself each week or month a set sum—probably twice the amount he pays his highest salaried employee—and to live on this salary. Any other plan of remuneration is unsafe and unsound, and upsets all calculations. It takes real backbone to pay oneself a salary, and to live within its limits.

Thieving From One's Own Business

Right here is where 90 per cent. of the men baulk; more probably 97 per cent. of them: they won't do the thing they admit is right and business-like. And why, forsooth? Just because it is uncomfortable, and involves sacrifices.

The average retailer in business is a thief: he robs his own business. He takes goods and does not pay for them. Many retailers do not even make a debit entry of the goods they and their families take from their own store; and it is the rarest thing to find a retailer settling his account with cash in the same way that he requires the other employees of his business to settle for their purchases.

Also, many retailers run contra accounts with local firms, and never charge up against themselves the amounts of these contra accounts, and very rarely settle with cash charges of this nature against their own accounts.

A Retailer Must Be Courageous

All retailers know that they should pay for such accounts, and that their own and family's living expense should be limited to the amount of salary drawn. But where will you find a retailer with the courage to run his business, as it affects his own income, in this way? He simply won't do it, just because to do so will put uncomfortable handcuffs on his wrists and shackles on his ankles, and he does not like fetters.

The average retailer very much prefers to take out of his own store what he wants from it for himself and family, and to take what cash he requires for himself and family, and let things go hang! And he does things this way because he lacks courage to run his business the right and better way. Which means that the average retailer has a yellow streak in him: his grit fails him in this particular matter. He prefers to shut his eyes just at this point, and to go it blind, hoping that he'll come out all right, by the help of God or of the Devil. But to stand up to the matter of paying himself a definite, fair and sufficient salary, and of paying in cash for his own and his family's purchases from his own store and from other stores, and to keep down the living expense of himself and family to the limits of his salary; —to stand up, I say, to this matter, and look it squarely in the face, well, where is the retailer willing to do this?

The Retailer Can Do The Right Thing

Yet this same man, if his business were formed into a limited liability company, or if it were formed into a partnership, or if it became one in a system of chain stores with him as general manager, would have to live on a stated salary; would have to receive this salary at regular times; would have to charge against himself all purchases, and settle for them in cash. All of which means that this man, under outer compulsion, can and will do things which he will not do when the compulsion is self-imposed. It means that most of us have rather flabby wills, unequal to the performance of the commands of our conscience and convictions. It means that when right conduct is left solely to ourselves, when we can do the sneak act, we'll funk duty and become thieves.

Letters Wanted, Please!

Where is the retailer who will write me, saying: "Consarn ye, Kirkwood, you're a sanguinary liar when you tell me I haven't the grit to pay myself a salary **and live on it**; that I am a sneak thief, afraid to charge the goods I take from my own store for myself and family; that I haven't the courage to pay for any purchases with cold cash; that I am afraid to pay cash for purchases made on contra accounts; that I make my employees do what I won't do myself. You're a brute and a liar, and I am going to prove it to you, to myself and to all the world"?

If any retailer is prepared to say this thing to me, I'll apologise to him publicly, if he will send me his name and address, with the message—"Kirkwood, you're a liar, and I am ready to prove it to you twelve months from date."

Profit a Thing Apart

The salary a man should pay himself should not be confused with the net profits which every retailer should aim to obtain over and above the costs of doing business. The proprietor's salary should be regarded in the same way as the salaries or wages of employees—a charge on the business.

The amount of the salary which the proprietor should draw ought at least to be equal to his own legitimate personal requirements and those of his family, and living expenses ought to be limited to the amount of the salary. But beyond this sum collected from the business weekly or monthly—actually withdrawn from it—the retailer should aim to make a net profit—a profit over and above all expenses. The amount of this profit will have relation to turnover—and may be a percentage of the turnover or of the capital invested; or it may be put down arbitrarily—$1,000, $2,000, $5,000—whatever is a reasonable sum.

What Constitutes The Cost of Doing Business

Here again one must be careful to distinguish between net profit and interest on capital invested. Perhaps it will be made clearer if we put down, in a group way, the several classes of items which aggregated go to make up the cost of doing business.

These are:

1. Interest on capital invested (say 6 per cent. to 8 per cent.)
2. Rent (if you own the premises you occupy, charge as rent the sum another would pay if he occupied your premises instead of you).
3. Freight on incoming goods (including packing, drayage, duty).
4. Salaries (including an adequate one for yourself).
5. Fixed expense (insurance, light, fuel, taxes, water rates, telephone, etc.).
6. Interest (on borrowed money).
7. Incidentals (stationery, postage, cleaning and all miscellaneous items).
8. Delivery (including horse, wagon, stable, motor car, garage, repairs, supplies, twine, paper, etc.).
9. Advertising (including all forms of publicity endeavor).
10. Losses (including bad debts, shrinkage, spoilage, leakage, donations and subscriptions, thefts, etc.)
11. Depreciation (on furniture, fixtures, horse, car, premises, stock, etc.).

These several classes of expenditure, when added, constitute the cost of doing business; but unless all items are charged the cost records are faulty.

From the foregoing it will be seen that no provision has been made for a profit over all expenses. This desired profit

can and should be made a distinct charge, and will become a 12th item in the afore-named groups of cost items, in which case the list of cost groups becomes:

1. Interest on capital.
2. Rent.
3. Freight on incoming goods.
4. Salaries.
5. Fixed expense.
6. Interest on borrowed money.
7. Incidentals.
8. Delivery.
9. Advertising.
10. Losses.
11. Depreciation.
12. Desired year's profit.

These 12 groups of cost items may total $5,000 or $6,000, or $10,000 or any larger sum; it all depends on the magnitude of one's business; but whatever the total may be, it represents the cost of doing business, with a desired trading profit for the year ($1,000, $2,000, $5,000, etc.) figured on. Knowing these costs of doing business enables one to calculate the percentage cost of doing business, and informs the retailer how much goods he must sell in the year to recover all costs, plus the desired trading profit.

A Salary For The Proprietor

But if a retailer omits from his items of expense of doing business a proper salary for himself he throws out of true his calculations, and the error made may be serious. The correct calculation calls for the inclusion of an adequate salary for the proprietor which he will draw out in cash each week or month, and which he will use to pay his own store account, and all contra accounts; and these accounts will represent goods charged at regular retail prices.

The common way on the part of many who are really trying to do business honestly is to charge all goods used by self or family, and all personal or family contra accounts, into one's personal account, and to charge also all cash taken from the business for personal and family needs, and many good men, and particularly the older men engaged in business, handle their merchandise and cash accounts this way; and some will contend that this is a perfectly proper procedure. And some will say—"It's as broad as it's long. I own this business. What's the use, therefore, of all that nonsensical method of paying cash for goods." I do not propose to argue with these older men, or with the man who insists on doing his business in his own way, defiant of right methods. My message is addressed to that growing class of merchants who really want to know the right way of doing business, and who are ready to do business the right way. Now the right way, in respect of the item of his own affairs, is to pay oneself a sufficient salary—adequate for one's own and one's family needs, and to regard oneself as a salaried employee who must pay cash for all goods purchased, and who must confine his living expenses to the limits of the salary received.

Let the retailer, therefore, withdraw in cold cash, as his own salary $30, $40, $50, $60, $75, $100 a week—whatever sum is right and sufficient for his own and his family's requirements—and let him limit his living expense to this sum, and pay cash for goods purchased from his own store the same as any other customer does. If the retailer will do this he will be a happier man, a better business man, and probably will learn to make a profit on his year's trading—something which 9 men out of 10 in Canada and the United States are not doing.

It is both wrong and fallacious to charge into one's personal account what goods one buys and what cash one withdraws, and to let this account stand unsettled, a charge against one's profit interest; for thus one's cost of living is not fixed or regulated. If you ask 100 retailers, taking them as they come,—"What is it going to cost you this year to maintain yourself and family?" 99 of them will probably say—"I can't answer that question until the year's up." But if these 100 retailers were doing business according to the right method, every one of them would say instantly, "I am limiting my family's living expense to ——" (namely the sum), which sum will be withdrawn, in cold cash, weekly from the business.

A Separate Personal Bank Account.

When I say cold cash, I mean it. The sum may be taken out of the cash drawer on Saturday in the same way as are the wages of Smith, Brown and Jones, employees; or the proprietor may draw a cheque against his trading account, payable to himself, and deposit this cheque to the credit of a private or personal account, absolutely distinct from his business account; and all money used by him or his family will come from this private account; and if there's a balance left at the end of the year, good and well.

Finding Out The Profit or Loss

The point I am making is that by the method outlined one can tell absolutely at the end of the year's trading whether or not a profit has been made and how much; and this calculation will not be cluttered up with the confusing items of an unbalanced personal account. One will take his inventory and his total annual sales. The difference will represent the year's trading gain over the invoice cost of goods. Then one can place along side this trading gain the year's cost of doing business (including the desired net profit over all costs). Instantly one will be able to see whether or not these costs have been fully recovered; and the revelation will satisfy or accuse, as the case may be. For example:—

Your costs of doing business (including your own salary and a desired year's profit over all costs) total, let us say, $6,872. Sales are, let us say, $36,856. Invoice cost of goods sold is, let us say, $29,414. Then the record is:—

Invoice cost of goods.—$29,414	
Gross sales 36,856	
Gain over costs	7,442
Costs of doing business.	6,872
Excess profit made.....	$570

By excess profit is meant a profit in addition to the sum figured into the cost of doing business (as set forth in the summary of 12 group items above). We'll suppose that you have figured into your costs of doing business the sum of $1,800—$150 a month. In the illustration above, this desired year's profit of $1,800 has been exceeded by $570, giving you a net trading profit of $2,370—or almost $200 a month. And you have the satisfaction of knowing that this is clear profit over and above your own salary, and is not subject to reduction by unsettled personal and family accounts.

What Is a Right Salary?

The question arises—"What is a right salary to pay oneself?" This is a difficult question to answer definitely, for so many factors have to be taken into account. Some have said—"I will take double the sum I pay my highest paid employee." This is arbitrary, and may not be a safe guide.

Again, if one is a single man, without a family to maintain, what should he pay himself? And if the proprietor has a large family, should he draw out more than he would require if his family were smaller? Also the question becomes more complex when the business is owned by partners, each of whom is actively engaged in the business, and one of whom may be a single man, and the other a married man with a family.

In a general way, it may be said that the proprietor should pay himself a salary at least equal to his worth as a manager—the salary he is able to command in the open market, or the salary he would have to pay another to perform equal service; and this applies to the case of partners.

And yet the salary so determined is scarcely sufficient. The principal or proprietor should draw more as salary than an employee should draw, the extra sum taken representing payment for greater initiative and greater responsibility.

It is probably this view of the question that has led some to say that the proprietor should draw twice as much, in the way of salary, as his highest paid employee. This may or may not be excessive. Certainly one should not draw less than he can earn as an employee with another firm, or than he would require to pay an equally capable man to take his place to perform equal work.

These general suggestions may help the man who asks the question, "What salary should I pay myself?" to get a good working answer.

Turning Salary Back Into The Business

It is the habit of some men in business, especially when capital is very limited, and where every cent is required to finance the operations of business, to pay themselves a salary very much less than their open market value. This practice is scarcely just, for it gives an artificially lowered cost of doing business—one unfairly low. If a man (or partner) is ready to deny himself, to allow a larger sum to remain in the business, as working capital, he can accomplish his objectives by this simple method: (1) Pay himself a salary equal to his open-market

worth; and (2) re-loan to his business the sum in excess of his personal requirements, thus making himself a creditor of his own business. This is the better procedure—one which will prevent the error of an artificially lowered cost of doing business; and which will commend itself to one's banker. Also, it shows on the books just how much the business is indebted to its proprietor for money loaned it. So may a retailer give his business the assistance it may require; and so may his self-denial be treated in a business-like way.

A Partners' Problem

Recently there came a letter to me from a firm made up of two partners asking what should be the weekly salary withdrawal of each. One had a two-thirds interest in the business; the other one third. One took to the business an experience five times longer than that of his partner. One's personal sales for the past two years were 50 per cent greater than that of the other. With such slender and deficient data, I was asked to say what sum each should draw out as wages. With the data provided it was quite impossible to provide any helpful or definite answer. I mention the case to show how very real is the problem of the right salary one should pay himself.

Two men I know have a business in which they share equally—have an equal capital interest and draw out weekly equal sums, and share equally in the profits and losses of their enterprise. But one man is ten times as valuable to the business as the other who is unimaginative, without initiative, and a dull salesman. Dissatisfaction and eventual dissolution are the sure consequence of such a partnership.

A Day of Better Retailers

This is the day of better business methods, and, I should like to think, of better business men. Retailers everywhere are enquiring into the problems of how to do business better. Two major problems are: (1) How to increase sales and customers, and (2) how to know and recover the costs of doing business which should include an adequate salary to the proprietor and a desired net profit from the year's effort and risk of capital. A minor but most important problem is the question under consideration, the proprietor's own salary—how it should be collected, and its amount. I trust that the answers to the questions contained in this contribution to CANADIAN GROCER are clear, and will help some retailers to deal with a perplexing problem in a way satisfactory and advantageous to themselves.

WORSTED PROSPECTS BETTER

Exports of Tops to Canada Will be Increased—Importance of Combing Industry—No Action as Yet Regarding Canadian Wool Clip

THE work of the British Wool Commission in allotting the 1918 clip of Australasian wool has been largely completed and each mill now knows pretty well what it can expect in the way of supplies for the coming year. There seems now no possibility but what there will be plenty of wool for the woolen trade where woolen yarns are needed. Where, however, worsted yarns are required, as they are in many lines of knitted goods, the situation is not quite so satisfactory. For worsted yarns, carded wools will not do as it is necessary to have "tops" or the longer fibres of the wool after same has gone through the combing process.

Serious Shortage of Tops

For some months now this shortage of tops has been a serious one in this country. From the commencement of the knitting industry in Canada these have been all imported from the Old Country, but the embargo restrictions, coupled with the shipping situation, has very largely shut off this supply during the last year.

One of the duties of the Wool Commission during the last few months has been "robbing Peter to pay Paul," or in other words, taking from the mill which had more than was required for immediate use and giving to the mill which was in danger of closing down owing to shortage of yarns.

Mr. Hodgson, the Toronto representative of the commission, believes, however, that there is an improvement in the situation and that this shortage is about to be definitely relieved as arrangements have been made to have increased supplies of tops come to this country from Great Britain.

There has been considerable misunderstanding on the part of the lay mind as to why the Canadian mills did not install their own combing plants and comb their own wool, thus making them independent of British supplies. It appears there are several reasons for this. The main ones can be briefly outlined here.

Importance of Combing Industry

The combing industry for practically the world has been located from time immemorial at Bradford, England. Immense combing plants have been erected there, handled by experts that have given their life to this one study. In consequence one plant will specialize on Australian wools, one on New Zealand wools, one on Cape wools and so forth. Each of these experts can get the best results out of the wool to which they are most accustomed. These combing plants do work on the commission basis and the great English worsted plants have, with one or two exceptions, scrapped their own combing machinery and turned this work over to these specialists. It has been found that it has paid them to do so in the results that have been secured.

Then the combing industry has had no protection in Canada, and in consequence it has been cheaper in every way, apart from the better results obtainable, to bring tops from England. As stated, the war, the military demands, the resultant export restrictions, have resulted in a partial stoppage, at one time, almost a total stoppage of this supply.

Difficulties of Installing Combing Plant

Canadian mills, faced with this fact, have in one or two instances decided to install their own combing plants only to find that the machinery was not available. Added to this there was the difficulty in getting skilled operators. Mention has already been made of the combers who specialize on different varieties of wool. As an example of what this means a shipment of 400 bales of Cape wools was recently split in half and 200 bales sent to a Bradford combing plant that has specialized for years on wools of this kind. The other 200 bales were shipped in fleece form to a United States mill that had recently installed its own combing plant. The result clearly brought out the fact that experience counts, in combing wool as well as in many other things in life. The British comber got fully 10 per cent. more tops out of his portion than the American manufacturers.

Then, too, there is no doubt that when war conditions are a thing of the past, as some time they must be, it will undoubtedly be once more advantageous to import British tops. This is another reason why Canadian mills are reluctant to invest money in combing machinery and that it will not pay them to operate once normal conditions are restored.

It is thus of considerable interest to the trade to know that there is hope of considerably increasing the supply of British tops for this country and thus stave off what appeared to be a complete famine of worsted yarns.

Up to date there has been no decision on the part of the Government as to whether the Canadian wool clip will be commandeered on the basis of the offer of the Wool Growers' Association. There is a general feeling in the country that it would be wise to keep the Canadian clip in this country in the face of the general wool shortage. On the other hand there is a good deal of logic in the argument that the breeders use when they state that they should not be compelled to sell their product at the prices for which the Australasian wool is being delivered into the country, when they can secure considerably better prices from across the line. It is also pointed out that, owing to the rigor of the Canadian climate, it is not possible to breed sheep for the same expense as it is in the more moderate countries of Australia, New Zealand and South Africa. As the Canadian Government is doing all in its power to build up the sheep raising industry in this country it would seem to be a shortsighted policy to do anything that would make the breeders feel that the game was not worth the candle.

A sample of the modern store front, so necessary now-a-days to the conduct of a high-class men's wear business.

THE EVOLUTION OF THE MODERN STORE FRONT

Window Display Closely Allied With Modern Merchandising — To Achieve Success Merchants Must Display Their Wares—Necessary That Store Front Should Present Attractive Appearance

AT a time when the men's wear retailers are fighting for the right to keep the windows well lighted the following address recently delivered by J. D. Moser, of the Haylor Mfg. Co., Hamilton, before the "Kimanis" Club, the Ambitious City, will be particularly interesting.

If the Power Commissioner had listened to the words of Mr. Moser it is doubtful if the regulations restricting window lighting would ever have been considered.

Mr. Moser's interesting address which is given in part herewith, describes the evolution of the modern store window and how the history of same is identical with the history of modern merchandising methods. To quote his own words:

"The modern store front of to-day is so closely allied with merchandising that it is necessary to go back and explain a few of the older merchandising methods, in order to bring out the actual need and great necessity for the modern store front, and in bringing out these few points it is not necessary to go back beyond the time most of us can remember.

"In those days, each merchant had his own customers; they bought their needs in family group, usually, on long time, that is, all the family were outfitted at one time, usually once a year, and in the larger centres oftener.

Display Windows Not Required

"Then, there was no more need of the modern store front than there is need to-day for a bank to display the figures of money. It is not necessary for a bank to display ten and twenty-dollar bills in their window to secure you as a borrower. Each of us have our own bank, and as long as the relations are agreeable to both parties, money displayed in another bank window would not get our patronage.

"But times began to change. The younger members of the family began to have ideas of their own. They began to have ideas of style, and mother was prevailed upon to allow them a little extra here and there to make their own selections. So the family stock buying was reduced to staple household necessities, and in a few years the buying was taken entirely out of the hands of the heads of the family.

Result of Modern Methods

"As this new system of buying took place, articles were bought when they were needed, each member of the family buying when the occasion demanded, so looking to find the article to suit the occasion became a habit, and the old system of merchandising was out of date.

The merchants began to have calls for articles of a more novel class. This change in buying to a more novel line entailed more risk in selling, so it became necessary to inform the public of purchases and stock, and the store window began to play an important part in the merchant's success, but here also the merchant's troubles began to grow.

Why So Few Business Men Succeed

"To give an idea how fast conditions changed and how necessary it is for the retail merchant to keep up with the demands of the buying public, I will give you the results of a systematic investigation, recently made by *System*. After investigating about five thousand stores, belonging to the ten different lines of retail business, they give the average life of a merchant as seven years, and that he had only five chances out of ten to last ten years. MacLean Publishing Company, of Toronto, in February's MEN'S WEAR REVIEW, say that seventy-five per cent. of the reasons of failures are personal, therefore correctable, and that ninety per cent. of those engaged in business get no profit from their personal effort.

"These figures do not mean that business may not outlive fifteen years, many do. There are many live twenty-five years, and we all know concerns that have survived much longer than that. The figures do mean, however, that so many firms of all kinds disappear, and disappear so rapidly, that when an average is struck off, the chances of the individual concern for a long and continually successful career seem very small. If the faults of unsuccessful concerns are personal and correctable, there are remedies. For the concern that is not earning profit as it should, it is very important to analyze carefully to find the cause, and then apply the remedy.

Get Outside-in-View

"That remedy may involve a complete change of policy; again, it may involve only an outside view to find the cause, that is, a look at the business from the outside-in-view, instead of an inside-out-view. The store front may be out of date as to service and appearance. The object of a modern store front is correct display of the different lines of merchandise handled by the individual, and the reflection of the personal character of the merchant. This means each different line of business should have its individual design of window to obtain the best results.

Two Sides to Every Window

There are two distinct sides to each and every show window. The inside and the

Continued on page 50.

SOMETHING NEW FOR THE CARDWRITER

A Series That Will Give Ideas and Instruction for the Cardwriter Who Has Already Mastered the Rudiments of the Work

TO get away from the usual run of our show card lessons we are going to give in the next few lessons the ideas as worked out by other Toronto show card writers as well as our own. The actual work we will do but the layout and form of lettering will be gleaned from the work of Toronto's best cardwriters—men whose cards appear in the best stores.

If you are familiar with Toronto and have noticed the style of show card which has been prevalent up to a year ago and compare it with those which are being displayed at the present time, you will notice an almost complete change of layout, design and lettering. Never in the existence of this city has there been such a remarkable revolution of style as the last year brought forth. Apparently the reason for this is that new blood has come into the city and has brought with it fresh ideas—ideas which appealed to the local cardwriters for their originality and artistry. Not only did they appeal to the cardwriters, but to the many firms who buy show cards for their own use. The ideas of the local card writing world were diverted into a new channel, and no wonder, for this new style commended itself to both public and cardwriters—to the former on account of its artistic appearance, to the latter for its simplicity.

One of its most noticeable features is the absence of air brush work. Previous to this most cardwriters seemed to think the sign of the air brush had to appear on all cards of a fancy nature but this new style now prevalent has proven that with a good knowledge of handling colors one can get very satisfactory results without it.

Undoubtedly it is a good thing for the card writing profession that this has occurred as the public were becoming satiated with the sight of cards plastered with elaborate air brush designs. The idea, like many another, was overdone. Now it will be used sparingly by the best cardwriters and will therefore have a tendency to uplift the value of both air-brushed and hand-worked show cards.

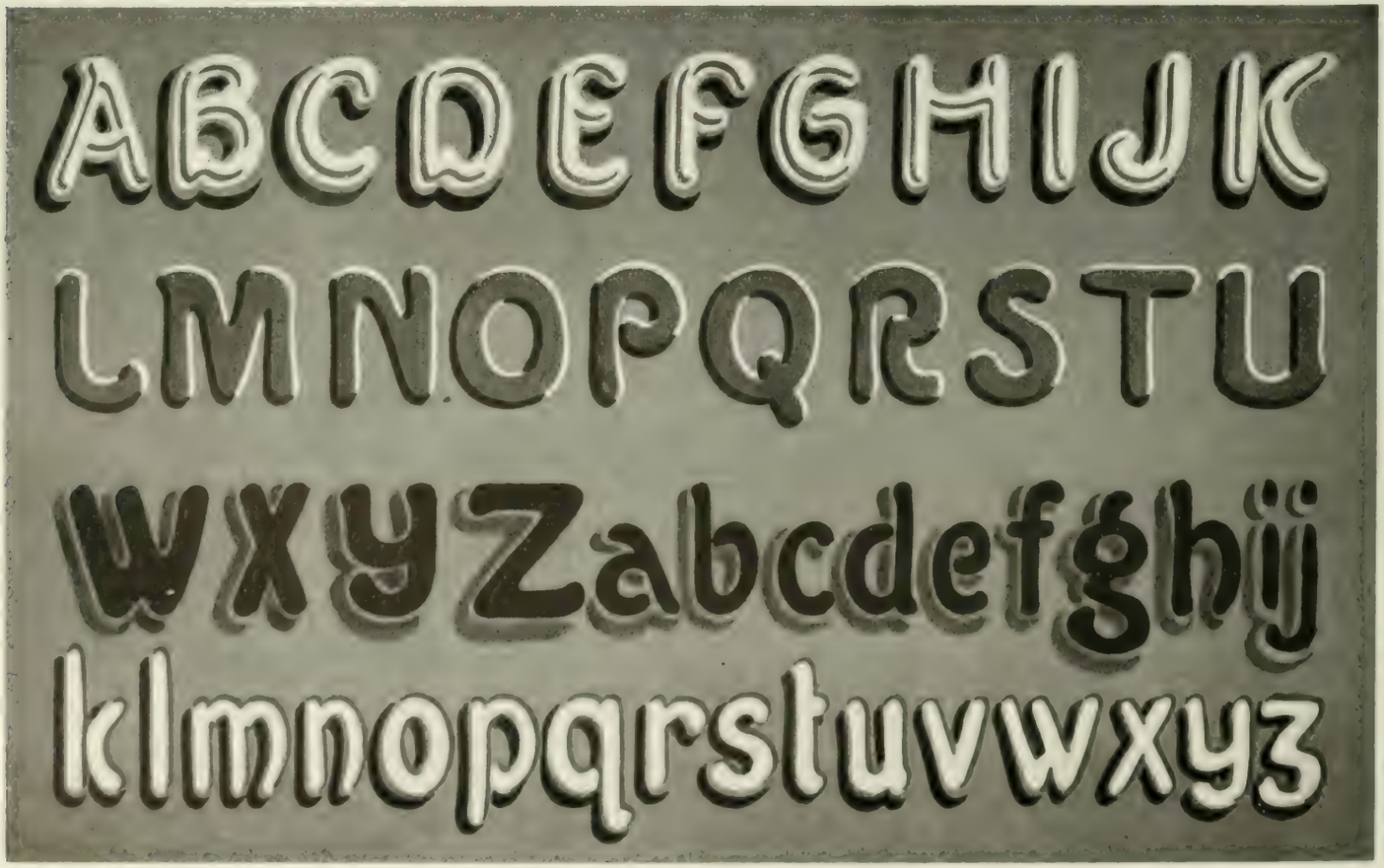
At first glance this show card lesson may seem familiar to the student who has followed this series carefully but on a closer inspection the difference will at once become apparent.

In the first place there are fancy letters to be used in making up words which are to feature on the show card. These words must be used sparingly—say not more than two or three words to each card. The rest of the reading matter should be put on in a less conspicuous form. This will tend to make the entire card more readable and attractive than would be the case were all the words on it made of fancy colored type. Above all things don't overdo your work. Always leave a wide background on the cardboard as it is this which makes the letters stand out.

The main feature of this lesson is, of course, the lettering so we will turn our attention to studying its formation and color combination.

First let us look at the chart. Here we have an upper and lower case alphabet. This letter formation is a free and easy style and one that is not hard to learn. Practice is the main thing. The ends of the letters, as you will observe, are all finished round and are therefore easy to do. The letters are not of brush-stroke formation, as in many previous lessons, but can be made by either outlining the work with a small brush and filling in the centre or can be made with a wider brush which will make the width of any of the letters with two strokes and therefore avoid filling in. You can try both ways, the result will be the same.

You will notice that, while the alphabets are all the same formation each line



has been treated with different forms of shadings. This will give you some idea of where the shades are applied.

There is one thing which should be explained before going further and that is that the best results are obtained by using tinted or pastel shaded cardboard such as creams, pale gray, light browns, in fact all light shades of cardboard can be worked into attractive show cards providing the proper colors are used for the letter formation. The reason that the tinted board can be used with better effect is that white can be used as a letter or a "high light" thus giving you more scope for variety.

The first line of the alphabet shows a white letter with a black shade and a narrow brush-stroke of orange over the top of the letter. Other color combinations can be used. If your card is dark blue use a black shade with a pale blue letter and a medium shade of blue for the over stripe. Dark cardboard is best for a white letter.

The second line shows the shading used in a different manner to the first. The body of the letter is dark red with a narrow white line on the high light side and a narrow black line on the shadow side of the letter. Here also can be used many different colors. You can make this an entire combination of blues. A royal blue letter with a pale blue high light and a dark blue shadow line on a cream colored surface makes an excellent card.

The third line is a solid black letter with a French gray shade. This is just to show what a solid black letter looks like. The kind of shade used to make any letter stand out entirely depends upon the color of the surface you are working on. For instance, don't use a gray shade over a cream cardboard. The pale shading colors must harmonize with the surface color of the card.

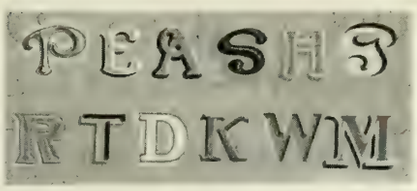


FIG. 1.

The last line of the chart shows a pale blue letter with a darker blue on the upper and right hand side and a black shadow. This will work up splendidly on a misty gray or cream colored card.

Do not use any but opaque colors for this work and those must be thoroughly mixed and inclined to be thick rather than otherwise. Transparent colors are absolutely worthless.

As stated before this is only one form of letter treated in this manner. Many other new forms will be gone into later.

Fig. No. 1 shows a dozen other varieties of letters from which whole alphabets can be worked up. These are just given to show what a variety of fancy letters can be made.

"P" shows a brown round-end letter with a darker brown outline, outside of which is an outline of white. Black and white shadow and high-light lines are on the face of the letter.

The E shows a white letter with a black shadow with a light green brush stroke line on the face of the letter. This letter can be worked out with different shades of blue.

"A" shows an excellent letter formation for this work. It is a light brown letter with a black shadow and a white high-light line.

"S" is a good letter to be used on a white card. Black for the letter with a high-light of cream. Use a pale cream shade.

"H" shows a very dainty form of lettering and one that can be used on a high class card with good effect. Many color schemes can be contrived with this letter. Try a green tone. Use a pale green letter shaded with a darker green. The letter is outlined in white.

"G" is a letter to match the "S" in formation. Various colors can be used here.

"R" shows another form of letter which is good for this work.

"T" is a thick and thin without any spurs.

"D" is a heavy spurred white letter with a dark outline and a pale blue brush line shade.

"K" makes another nice form. This is a heavy spurred letter of dark blue with black shade and a white line on the letter.

"W" shows another form of letter which has all the shading on the face of the letter.

"M" is of a fancy Roman formation.

The completed cards shown here are only a few of the many designs that can be made by following the method just explained. They are made by using the same letter formation as illustrated in the chart. You will notice that the large exanse of background which is shown and which has the effect of giving greater prominence to the lettering.

NEW CAP DEVISE

"FUT-U" is the name of a new feature cap being turned out by the Tip Top Cap Company. This enables the one cap to be so adjusted as to give, not one size, but six. The great feature from the retailers' standpoint being that even from a small stock it is possible to satisfy all customers.

KHAKI UNIFORMS FOR S.O.S.

Where Will Retailer Obtain His Supply?—Will All Retailers, Desiring to do so, Have Privilege of Stocking Outfits?—Manufacturing Contracts Let Without Tenders

MEN'S wear merchants will be interested in an announcement that appeared in the daily press of March 20. This had to do with the supplying of a khaki uniform to the Soldiers of the Soil, better known as the S. O. S.

This uniform will consist of a shirt and a pair of khaki-colored pants. The pants are to be made of seven-ounce duck and the shirt of six-ounce duck. Brass buttons will be used with the letters "S.O.S." stamped thereon. There will also be a broad-rimmed straw hat to complete the outfit, and this will have a one-inch band of red, white and blue ribbon. The hat brim will be turned up and pinned at one side. The whole outfit as thus completed will be similar to a like uniform adopted and used in New Zealand.

Methods of Distribution

MEN'S WEAR REVIEW was at once interested as to the methods that were to be adopted to market these gods.

Taylor Statten, who has been appointed National Superintendent of the Soldiers of the Soil, was interviewed, and it was learned that the uniforms were to be supplied through the regular men's wear and dry goods retailers.

The original price was to have been $3.50 per suit with a 20 per cent. discount to the retailer. This was later reduced to $3 with the wholesale cost fixed at $2.60, allowing the retailer 40c for his profit on the transaction.

Retailers' Rights Recognized

So far, so good; the absolute right of the retailer to handle this business has been partially recognized, and while the profit of 40c, after freight charges and overhead costs are deducted. will hardly prove to be a profit at all, there will be little opposition on that score as the movement is in a good cause.

The business of manufacturing these suits has been placed with one Montreal factory. Mr. Statten stated that this factory had been selected on the recommendation of one of the officials of the T. Eaton Co.

The Montreal office of MEN'S WEAR REVIEW ascertained that there was considered to be no time for tenders and the getting of the uniforms at the closest possible figure was entrusted to Mr. Stewart of Cluett-Peabody's, Montreal. This gentleman decided to place the business with the factory referred to as they seemed to have the facilities for handling the business in a hurry and it was thought the price asked was reasonable.

No Tenders Asked For

Toronto overall factories, upon being questioned, stated that no tenders had been asked for but would not commit themselves as to whether they could beat this price or not. It was stated that much depended on the workmanship, skimpiness of cut and other details.

It is also announced that work will be begun at once and suits will be ready for distribution between April 15 and May 1.

Some Pointed Questions

There are a few questions that men's wear retailers would like answered in regard to this uniform.

From whom will the retailer secure his supply; from the Food Control Board or the factory which is making the uniforms? Will every retailer be given his allotment or will the larger retail concerns get the lion's share? Will he have to pay for these goods before he receives same? In the event of some fault in the garment making it unsalable, will the retailer have to swallow the loss or will he have recourse to the manufacturer as he would in the ordinary course of business?

In an interview with one of the representatives of the Food Board it was learned: "The outlet for these suits has already been arranged through representative clothing merchants from coast to coast." Does this mean that only certain favored retailers shall have the privilege of selling this uniform?

No Discrimination Should Be Allowed

In so far as the actual profit on the transaction itself is concerned there is nothing to be gained from handling these outfits, but as retailers well know one sale begets another. Where the lad goes for his S. O. S. uniform he will also, nine times out of ten, go for his other wants. In the face of this fact there should be no discrimination against any single men's wear retailer who desires to handle this uniform.

Deal With Manufacturer

Then, too, the retailer should deal direct with the manufacturer and not through an irresponsible business agent such as the Food Control Board is bound to be in matters of this kind. The manufacturer, not the retailer, should be the party responsible for faults in workmanship or flaws in material.

Henry D. Thomson, chairman of the Food Control Board, has been written for further information along these lines, but at the time of going to press no reply has been received and so the answers are still in doubt.

THE EVOLUTION OF THE MODERN STORE

Continued from page 47.

outside. The inside should be so arranged that the merchandise is the main object in view. In order to obtain this object, the different articles to be displayed should be kept constantly in mind, as the window designed and built for one line of business would completely fall down in results for another line. The inside construction of the modern show window takes into consideration the background, floor, ceiling, side-walls, lighting, vestibule, ventilation, drainage, forming a setting for the particular line of merchandise for which it was designed without obstructing the light from the interior of the store.

"As the inside and outside of the window are divided by transparent plate glass, the outside is often overlooked, and the window is looked through, instead of looked at, by the merchant. As the old saying goes, "the first impression is the most lasting," it is very important that the outside of the retail store should be bright, clean and attractive, as it is on dress parade, day and night, sunshine and rain, Winter and Summer, the outside reflecting the merchant's personality and methods of doing business, inside displaying his merchandise. In order not to be constantly called upon to pay painting and repair bills, a material should be installed which does not deteriorate, that needs no attention.

The Importance of Retail Trade

As the retail merchants are the arteries through which flow the life of the commercial system, as these commercial arteries become clogged all other commercial activities are retarded. Nearly all raw material and manufactured articles pass through the retail system, reaching their final consumers and destruction. So our business life to-day depends on the retail merchant. He is depended upon to keep the world's latest product constantly before the buying public's eyes, and to keep the wheels of commerce turning, so the better store front he has the better he can display, with the result, no doubt, of more sales, and the better we will all be, for money only rotates, it is not consumed. So display is no longer the secret of success, but an open and accepted fact and foundation on which all successful business is built.

"Can any merchant afford to be in business with an out-of-date store front?"

NO REVIVAL IN MILITARY SUITS

WILL the sale of military suits for boys, now assuming large proportions in every state in the Union to the south of us, revive the demand in this country? MEN'S WEAR REVIEW asked this question of a number of retailers and manufacturers. Everywhere he met with the opinion that it would not, that the idea had worn itself out in this country, and that the very fact that the military authorities had frowned upon the practice had probably had as much to do with its sudden exit as anything else.

FALL HAT PRICES ARE ANNOUNCED

Advances on Last Season Will Average 30%—Hats to Retail at $4 to $5 Will Have the Sale—Spring Deliveries Pretty Well Cleared Up—Fur Situation Still Very Serious

WITHIN the next few weeks retailers will have had the pleasure of welcoming the hat salesmen with their Fall lines. Prices have now been made and all houses are out looking for business. As was expected there are big advances. While these are bound to be somewhat irregular, roughly speaking, 30 per cent. covers the increase over Spring prices.

To be more explicit the cheapest fur hat, Canadian-made, that is being offered to the retail trade is one at $24 per dozen. Very few of these, however, are selling. The buying public continues to demand quality, and will pay the price to get same. In consequence the hats that jobbers find the best sellers run from $30 to $36 per dozen. These will retail in most stores at $4 and $5 respectively.

Some very fine lines are being produced with satin linings and best trimmings, for which $40 is being asked, and these are also reported to be selling freely.

British samples are also to hand this week, and lines are being priced for Fall. The range in fur felts in these imported lines runs from $33 to $45. One well-known line of British hats will have $36 as cheapest range.

A popular shape in all leading shades from the Fall range of Ansley, Dineen Hat Co.

Good Quality Hats Will Sell

These prices are a fair indication of what the retailer will have to face for this Fall's business. One thing seems certain, the average man will demand quality, regardless of price, and the hat dealer who decides to set a price standard and reduce quality in order to keep inside that standard is going to get in wrong. Even the cheapest hat procurable will have to sell at a fairly high price, and the wearer upon buying a hat that goes out of shape or fades after a few days' use is going to remember that fact, and not that he bought the cheapest hat he saw.

One prominent hat manufacturer recently invested $120,000 for a three months' supply of hatters' fur. He could have turned this fur over immediately without even handling same at a profit of $20,000, but turned this opportunity down as he needed the fur to supply his trade and keep his factory running. He does not, however, expect to make $20,000 on the manufactured product. This gives some idea of the situation from the manufacturers' viewpoint.

Shapes Will be Staple

As announced already in these columns, shapes will be staple, but even here there is some difference of opinion. One jobber reported that he found a demand for large shapes. One style that he said had been selling well had 3-inch brim and 6⅛-inch crown. This makes a large full shape of rather different lines to the wide hat that sold early last Spring.

On the other hand, other houses report an increasing tendency to get back to the narrow rim. Widths of 2½ inch or 2⅝ at the very outside will be the sellers they claim. But little is seen in the way of novelties. One rather new idea that is meeting with some approval is a cord crease running over the crown from front to back and extending even into the rim. The effect gained is quite effective, and this hat should find favor with the young men.

Tweed Hats May Prove Sellers

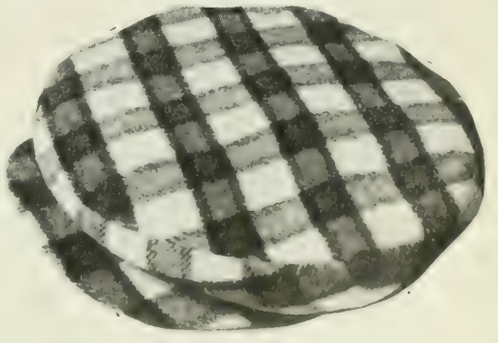
Most jobbers believe that high prices will develop a big demand for tweed hats of Canadian and United States makes. These can still be retailed at $2 to $2.50, and it is thought the man who cannot afford the felt hat at present prices will fall back upon these.

Green Effects Still Good

While all colors are having a share in the demand, greens and green effects are undoubtedly having the biggest run in so far as colored hats. This color has, in fact, held its popularity pretty steadily during the past few years. Undoubtedly one reason for this lies in its suitability for almost any suit of clothes. Browns, on the other hand, clash, very consciously indeed, with many colored suits, and, in fact, do not really go well with anything but clothes that are also brown. Next to greens, grays of all shades will predominate.

Spring deliveries are pretty well finished, and any balances that yet remain will be cleared up in the next few weeks, as jobbers report all stocks at hand or now on the way. Thus, though the season was later than usual, most retail stocks will be complete when the real selling season opens at Easter.

And as to the future—will there be still higher prices? Manufacturers will not commit themselves, but all report the situation as bad. The fur shortage is still acute. It is also reported that the United States Government is about to absolutely prohibit all exports of hatters' fur from that country. As the military forces over there all wear hats, the Government demand is in itself an enormous item. Canadian manufacturers do not appear to think that any relief can be looked for from the use of North American rabbit fur, as the felt so procured is of very unsatisfactory quality and of



Early Fall model in a new velours tweed. Shown by the Boston Cap Co.

too coarse a fibre to make high-grade hats.

Fur supply houses are attempting to supply all old accounts, but anyone breaking into the hat manufacturing game at the present time would certainly have difficulty in getting raw materials.

Boston wool dealers report a demand for fine noils from hatters. As the United States Government specifications for campaign hats calls for fur, and as the demand is extensive and the supply more or less limited, the hatters are turning from fur to noils for some civilian lines. But little, however, is seen in the Canadian market in the way of wool hats. Some few British lines that have come to hand show an increase of 50 per cent. over a year ago, and jobbers find that at these prices there is very little sale for same.

In caps the demand continues for the one-piece crown, with fairly large peak. A decided novelty is a cap with a six-piece crown. This is made up with the back half in four pieces and the front half in two. When the patterns are properly matched the effect gained is somewhat of a horseshoe shape, and this serves to emphasize the long effect that seems so much desired.

MWR COLLARS & SHIRTS MWR

SOME FALL SHIRT SAMPLES NEXT MONTH

Tendency to Sell From Immediate Stock—Few Novelties For Fall in Evidence—Cloths Continue to Advance at Tremendous Rate—Manufacturers Fear Definite Shortage

INTERVIEWS with a number of shirt manufacturers left two prominent thoughts in the mind of the MEN'S WEAR REVIEW representative. First, these men thoroughly believe that a period of definite shortage in shirting materials is at hand, and second, that different methods of marketing their product will have to be established.

To deal with the latter thought first;

As It Used To Be

When a manufacturer could go out into the market and buy his full season's supply, know, for a reasonable certainty that they would be delivered at such and such a time, know the price he would have to pay, and the probable conditions that he would run up against, it was the logical thing to sample the complete line and send travellers out to book business on the expected numbers. Each season, however, that the war continues this has become increasingly difficult. Clothes are bought and delivered when possible; prices jump overnight, and conditions are generally so unsettled that it is practically impossible for a manufacturer to make up a complete range of Fall samples in April and go out and book up to the extent of his season's production on these numbers.

Selling from Stock

In consequence the tendency is towards selling from stock on hand, making trips oftener, persuading retailers to buy not twice a year only, but whenever their stock will need a little brightening up in the way of fresh patterns.

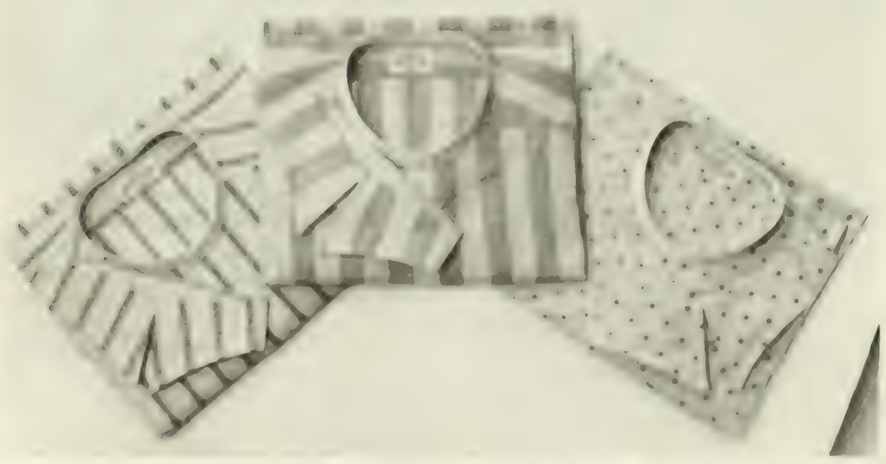
Prices on shirtings are apparently jumping overnight. As is well known goods which have to pass through the customs must not only be invoiced at sale price but the value at market rates of the day of shipment must also be indicated. Thus it is very easy to gauge the extent of an advance by a glance at the figures thus given. One manufacturer had some interesting figures to give. Cloth bought a year ago at 11c had recently arrived. The estimated market value was 21c. On January 17, 1918, a line of 64 x 60 percale was bought for 16½c. Market values as indicated by invoice received on March 7 were 21c, an increase of 4½c or over 25 per cent. in two months. Incidentally this same cloth before the war could be bought at 7¼c. Still other figures could be quoted. A well known cloth, known as 80 square percale, is valued to-day at 42c—a prohibitive price.

Duty on Increased Prices

This brings out another little matter that eats part of the manufacturer's profits. When the goods are shipped nine months or more after order has been placed, the duty must be figured on market value, not on invoice price. With this duty running at 42½ per cent it is easy to see that this is quite an item when the cloth has nearly doubled in value.

Could Not Deliver

To further emphasize the cloth shortage one manufacturer showed a letter from a cotton mill in which an acknowledgment was made that there was still a portion of the order undelivered but requesting at the same time a cancellation of same as it was absolutely im-



Three shirts from the range of Williams, Greene & Rome, with collar to match.

possible to get this cloth through.

All agree that there will be compaatively little new stuff for Fall. Patterns will follow along Spring lines and samples shown will be largely from cloths now on hand. The general opinion seems to be that the shirt manufacturing trade has, take all on an average, about enough cloth on hand to carry them until October. After that they will be at the mercy of supplies coming to hand. These will, of course, be at much higher prices.

Some English Shirtings

One manufacturer who was a little more optimistic than his neighbors, stated that he believed there were more shirting goods in the English market than was generally accepted. In confirmation of this he showed a line of English zephyrs that he had recently picked up and was promised delivery of by August of this year. These will constitute part of his Spring range for 1919. One American cloth manufacturer offered to take over his purchase at an advance of ten cents per yard.

Retailers Buying Ahead

A number of the larger buyers are apparently well aware of the situation. Representatives of four western firms recently visited Kitchener and bought $10,000 worth of shirts for delivery in July. These will be held for Spring, 1919. Hudson Bay Co.'s buyers have also been trying to place business ahead but no orders are being accepted for later than December delivery. One shirt house recently turned down an order from the T. Eaton Co. for January 25, 1919, delivery.

The retailer who can afford to do so would appear well advised to stock ahead on shirts. Shirts bought at present figures that can be held until Spring, 1919, should realize a handsome profit.

Reducing Quantity Sales

It is evident that prevailing prices are cutting down quantity turnover. One firm whose year begins July 1 has shown to date an increase of $20,000 in sales. They have, however, in actual count sold 2,000 dozen less shirts than in the previous year. Their payroll, in spite of increased sales, is $7,000 less than for the same period the year before.

MEN'S WEAR REVIEW was inclined to believe this should show handsome returns for this company, but was met by the statement that there were so many other adverse conditions to contend with that the money saved in this way was more than eaten up. There is for instance, the item of exchange. This represents a tax of 2 per cent. at the present time. Then the payment of duty on increased values when goods have been sold according to purchase price is another way in which profits are depleted.

Staple Styles in U. S.

New York reports staple styles as the sellers for Spring. The lines include the usual madras combinations, lawn textures and domestic fabrics with a preponderance of tub silks and mercerized poplins for popular priced selling.

A number of lines carrying attached collars are shown and are said to be selling. One novelty idea consists of supplying two collars to the shirt, one of the material to match and the other of soft white silk.

Military lines are quite in evidence. Many of these are shirts of khaki-colored fabrics in a variety of textures. These are expected to be popular for sport purposes. Manufacturers in the U. S. claim that the question of cloth supply is becoming more and more serious and in a number of cases mills have been compelled to request their customers to curtail their orders.

COLLARS ADVANCED IN PRICE

Expected Advance Materialized March 15 — Retailers Will Make About Same Margin of Profit—Waterproof Collars Soon?

AS predicted in February issue of MEN'S WEAR REVIEW, collars have been advanced in price, same taking effect on March 15. A few days previously prices had also been advanced in the United States.

Profit About Same

The new price in Canada will be $1.60 per dozen with the retail price fixed at 20c straight. This gives about the same percentage of profit to the retailer as the former price of $1.35, when the retail price was $2 per dozen.

While this increase was expected and seems well justified by prevailing costs of raw materials, it will doubtless cut down sales considerably. With collars retailing at 20c or 3 for 50c, the usual sale was for three collars. There was good argument possible to induce a man to increase his purchase. Now it will be a usual thing for the customer to buy one collar at a time instead of the three. Such being the case the retail trade feels that it would have been as well to still further increase the figures and make the retail price straight 25c. By this means it would have assured a stability in the collar situation that could reasonably have been considered safe building upon for a year at any rate. As it now stands manufacturers claim that further advance will be in order in the very near future. This means that three or four months from now there will be rumors going around that an advance in prices is in order and after three or four months of uncertainty the advance will materialize. All this tends to upset conditions generally and if further advances are necessary the retail trade would have been better pleased to have had them at once. The objection to this has been that a straight 25c collar would restrict sales. As against this, however, a price could have been made of say $1.80 per dozen, the retail price to be 25c or $1.40 for half a dozen. This would still allow the retailer a good margin of profit and there would be some inducement to the customer to buy half a dozen at a time. As it now stands the margin of profit will not allow any such inducement to be given.

Treating Retailers Fairly

The collar manufacturers are, however, giving the retailer a better deal than their confreres in the United States. There the price has been placed at $1.40 to the trade, with the retail price still $2 per dozen.

MEN'S WEAR REVIEW claims that less than 33 1-3 per cent. on selling price does not give the retailer a working margin particularly upon such lines as collars where sales are small and yet require considerable time and trouble to make. Then the shrinkage in soiled goods and discarded lines is considerable and has to be taken into consideration.

MEN'S WEAR REVIEW has continually urged upon the collar manufacturers the necessity for giving the retailers a fair show when making the contemplated advance in order to get their co-operation. Apparently this advice has been heeded and there should be a good working margin at the new figures.

Those retailers who took the advice of MEN'S WEAR REVIEW a couple of months ago will now have a chance to reap some reward for their foresight.

Waterproof Collars Next

Another advance that would seem to be imminent is in rubber or waterproof collars. These have also been raised by the United States manufacturers, but in this country prices still remain the same. This is probably nearly the only line that the retailer of men's wear has in his store that he can still buy at pre-war figures. Undoubtedly the increased cost of labor, raw materials, and other manufacturing costs would warrant an increase in the price of these. Competition, however, in this line is keen and it is evident that each manufacturer does not intend to be the first to make the break.

Retailers are evidently expecting an advance and orders have been particularly heavy, so much so that one factory at least can keep no stock on hand but is shipping its daily output and even at that having difficulty in being able to supply the demands of the trade.

It may be taken for granted that an advance in these will eventuate in the very near future. The new price established in the United States is $2.40 per dozen, with the retail price fixed at 30c straight.

Soft Collars Up

Soft collars have also been advanced in price, the cheaper grades standing now at the same figure as linen collars, viz., $1.60

(Continued on page 56.)

MARKET REPORTS

THE MARKETS AT A GLANCE

COTTON, the staple raw product of so many lines in the men's wear store, showed considerable strength during the month of March and new records were established. On March 21 spot middlings sold in New York at 34½c. All cotton goods advanced in sympathy and prices were withdrawn on ducks and overall denims.

The British Wool Commission will, it is announced, increase the allotment of tops for Canada. If this is done the wool supply for the coming year seems fairly well assured. It is also hoped to increase the shipments of fine count cashmere and French process yarns.

Collars have at last taken the expected advance. The new price will be $1.60 per dozen with the retail price fixed at 20c each. Soft collars advanced at the same time to the same price for the cheaper grades. An advance in waterproof collars seems to be very close at hand as this has already materialized in the U.S.

Fall shirt lines will be shown to the trade during April. Prices will be much higher than they were for Spring. Still greater increases are promised for Spring, 1919. All shirting cloths are advancing rapidly and are in scarce supply. Shirt manufacturers are inclined to adopt rather a pessimistic attitude as regards the outlook for material for the Spring of 1919.

The Canadian hat manufacturers have announced Fall prices. The cheapest line to be found sells to the trade for $24 a dozen. Very few of these are selling, however. Jobbers report lines at $27 to $36 as the big sellers. Fur prices are continually advancing and everyone expects that Spring, 1919, will see still higher figures.

Overalls have taken unto themselves wings, and the price for immediate shipment on standard "railroad" brands is $25. One firm is booking orders for Fall, July and August delivery at $27. Denim prices have been withdrawn and an advance of 2½c per yard is expected.

Elastic webbing is another product to report an advance, in this instance 1c per yard. So far there have been no advances recorded on suspenders on this account.

Business generally is reported as only fair. Price conditions are undoubtedly holding down quantity turnover in many lines. On the other hand the increased values are holding up sales volumes. One large shirt company while reporting for their fiscal year an increase in turnover of $20,000, sold 2,000 dozen less shirts than during the previous year.

The warmer weather coupled with the Easter holidays should open up Spring business and generally revive trade.

COTTON HIGHER

New High Level Established—Spot Middlings Sell Over 34c.—Heavy Demand for All Offered

COTTON.—Throughout March cotton has been in very strong position. In the old speculative days it would be called "a creeping bull market." For several months the price on spot middlings, the barometer of the whole cotton market, has hung between 31c and 32c. New price levels have since been established, however, and on March 20, spot cotton sold for $34.50.

Continual reports of damage to the crops in the southern states were partially responsible. Texas is suffering from a long continued drought and the weather throughout the cotton belt has not been such as to stimulate field work. The real reason for the continued higher price is the heavy demand and the realization that the immense amount used up for explosives will be on the increase rather than the decrease.

As a result of this condition in the cotton market all cotton fabrics are very firm. Canadian cotton mills have withdrawn all prices on ducks and denims, although a new price list had been recently issued. Overall manufacturers look for a heavy advance when the line is re-opened. Shirt manufacturers also report heavy increases on all shirting cloths with supply limited.

MORE TOPS

Better Supply of Tops Hoped For—No Decision as Yet re Canadian Clip for 1918

WOOLS.—The announcement given elsewhere in this issue that the Wool Commission is endeavoring to arrange for better supplies of tops for Canadian manufacturers will be welcome news to manufacturers and retailers alike. There is but little market information to give on the woolen situation. With all prices fixed and supplies regulated there is no room for market fluctuations. Most mills speak hopefully of the wool situation for the coming year. The one serious feature has been the shortage of

tops for making worsted yarns. If this situation can be relieved as expected it will overcome many manufacturers' difficulties.

The offer of the Wool Breeders' Co-operative Association to turn the 1918 clip over to the Government at the prices realized last year has not yet been accepted. Just what attitude the Government may take in regard to this it is hard to foretell.

YARNS

Hope for Improvement in Cashmere Yarn Situation—Wool Commission Working to That End

YARNS.—The most serious shortage has existed and still exists in fine "French process" yarns used in the manufacture of cashmere hosiery and underwear. This shortage is so acute that hosiery manufacturers will only commit themselves for limited periods on goods of this nature.

The Wool Commission is taking steps to try and improve this situation. Mr. Hodgson, the Toronto representative, believes that this shortage will be largely overcome in the near future. This, however is still in the future. Manufacturers interviewed have but little hopes that there will be much noticeable improvement in the situation. Some go so far as to declare that the time is not far distant when cashmere hosiery will be practically off the market.

COLLARS UP

Collars Advance to $1.60 per Dozen—Soft Collars Also Up in Price—Waterproof Collars Next?

COLLARS.—The expected advance in collars materialized on March 15. The new price is $1.60 to the retailers with the retail price 20c straight. Manufacturers state that further advances may be expected before many months.

Soft collars were advanced in sympathy, the popular priced lines now also being $1.60 per dozen.

There is considerable feeling that an advance in waterproof collars cannot be long delayed. Apparently the only thing that prevents some such action is lack of any form of agreement between the different manufacturers. When interviewed, however, these state that advancing costs will compel some action before long. Price on these has been advanced in the U. S., the new price being $2.40 per dozen, with the retail price 30c.

PRICES FIRM

Necktie Silk Firmly Held—Most Lines to Retail at 50c Becoming Exhausted

NECKWEAR.—Neckwear silks are very firmly held. Demand is heavy and while actual advances are hard to locate there is no disposition on the part of dealers to sacrifice stocks. Canadian tie manufacturers who have still had some 50c lines to offer report that this stock is becoming exhausted and cannot be renewed. Very little under $5.50 per dozen will be shown after the Easter season.

Among other things tie linings are becoming difficult to obtain. Cotton mills will only accept orders for delivery in eight or nine months' time.

HANDKERCHIEFS

Shortage in Handkerchiefs Noticeable—Linens Practically Non-existent—Revival in Demand for Silk

HANDKERCHIEFS.—Jobbers report a serious shortage in men's handkerchiefs. But few houses are booking any business for Christmas and those who are report lines pretty well sold out. The most acute shortage exists, of course, in linen lines. Looms suitable for weaving fine linen handkerchief lawns have been almost exclusively appropriated for the manufacture of aeroplane cloth.

Cotton handkerchiefs are also in very limited supply and the prices are continually advancing. There is reported to be a revival in the demand for silk handkerchiefs, both white and fancy. It is thought that the shortage of linen may be partially responsible for this.

OVERALLS

OVERALLS.—As predicted in March issue of MEN'S WEAR REVIEW still further advances have become effective on all overalls. The price on well-known brands advanced on March 21 to $25 per dozen. Fall orders are being booked at the still higher price of $27. Even at this overall manufacturers claim that further advances are in order in the near future. It is also pointed out that these prices are still below those being asked in the United States.

Canadian Cottons withdrew all prices on denims and ducks a few days ago, even though new price lists had been issued late in February. It is rumored that the advances that will be noticed when lines are re-opened will represent 2½c per yard on all overall denims.

Several overall manufacturers have decided to discontinue manufacturing odd sizes. Hereafter the range will start at 30 and go 32, 34, 36 and so forth. It is figured that this will cut down the stock requirements of both manufacturer and retailer to a considerable extent and will thus speed up turnover.

HIGHER PRICES

Fall Prices on Felt Hats Announced—Cheapest Line $24 per Dozen—Popular Priced Hat Will Be About $5

HATS AND CAPS.—The fall prices on Canadian felt hats have at last been announced. As was expected the cheapest hat procurable is about $24 per dozen. Jobbers report $27 to $36 as the prices that retailers are buying most freely. These will be sold at $4 and $5 respectively. British samples also came to hand this month and have been priced. One well-known brand starts at $36 as lowest line. Some are shown, however, as low as $33 per dozen.

Some few wool hats are included. These however, show advances of 50 per cent. over the previous season, and are pretty well out of line.

Spring deliveries are reported to be pretty well completed.

BOOTS AND SHOES

Trade Still Quiet—Felt Shoe Factories Sold to Capacity—New Rubber Prices Out

BOOTS AND SHOES.—Shoe houses report business still a little quiet with retailers buying pretty much from hand to mouth. Prices remain fairly steady and although leather is slightly weak other expenses have increased that more than cover any slight reduction in this material. Shoe manufacturers point out that shoes have only increased in price about 50 per cent. from normal whereas woolens and cottons are up 100 per cent. to 300 per cent. in some instances.

The new rubber lists issued March 1, are on practically the same basis as the list issued on January 12. There is an advance over the prices of a year ago that probably averages 15 per cent., but is very irregular. Men's fine self-acting overs will be $1.08 for the coming year, an advance of only 10 per cent. over the price of 98c of a year ago. Then again heavy leather top lines are in some instances unchanged while jersey top lines show nearer 25 per cent. advance.

Felt boot manufacturers report practically all the year's output already sold in spite of the high prices asked. Most factories have had supplies of wool on hand or they claim that they would have been compelled to shut down owing to scarcity of the right kinds of wool and the prices prevailing.

HIDES WEAK

Heavy Hides in Good Demand—Low Grade Very Weak—Mostly Latter Coming Forward

HIDES.—While the hide market is nominally very weak there is a good demand for heavy packer hides, such as can be used for military purposes. The trouble is there are few of these coming to hand, most of the offerings being low grade stock of which there is a glut on the

market. Dealers are paying from 12c to 14c for country hides at the present time.

WEBS ADVANCE

Suspends Webs Still Advance—No Recent Price Changes in Manufactured Lines.

SUSPENDERS.—Suspender webs have recently registered another advance of about 1c per yard or approximately 18 per cent. Deliveries are very bad as mills are working on webbings for military purposes which are made easier than the ones requiring elastic insertion.

Prices on the manufactures suspenders have not been changed but advances are likely at any time.

FALL SHIRTS SOON

Fall Shirts on Sale in April—Prices Will Be Much Higher—Tendency to Sell as Cloths Are Available

SHIRTS.—The Fall lines of most Canadian shirt houses will be in the travellers' hands some time in April. As was expected, prices will be much higher, but the increases on the line for Spring, 1919, will represent still greater advances if manufacturers are to be believed. Cloths now coming to hand are in many instances bought at figures that are about half of the market value of the goods to-day. This is indicated by the customs regulation requiring the market value to be placed on the invoice as well as the price that goods are billed out at.

One firm bought a line of shirtings in January, 1918, at 16½c. The invoice showed market value of these goods on March 7 to be 21c. Another fabric was bought a year ago at 11c and when delivered the attested market price was 21c.

In addition the difficulties in getting shirtings are on the increase. Most factories seem to have sufficient supplies till October or November; after that they will be dependent on arrivals.

No orders are being accepted for far distant delivery. One firm turned down a large order from the T. Eaton Co. for January 25 delivery.

Several western firms have placed heavy orders for July delivery, intending to hold same until Spring, 1919.

COLLARS ADVANCED IN PRICE

(Continued from page 53.)

per dozen, and retailing at 20c straight. The better lines have many of them also been advanced.

In fancy silk collars, for which there has been a phenomenal demand, there has been considerable difficulty in getting supplies of Jap silks. In consequence a number of manufacturers have been using fibre silks. These are stated to be giving as good satisfaction as the real silk article.

HEAVY ADVERTISING CAMPAIGN

ONE of the heaviest advertising campaigns ever undertaken in Canada to stimulate business for working men's lines has just been launched by the R. G. Long Company, Toronto. Advertisements of this firm's overalls, gloves and shirts are appearing in 500 newspapers and magazines from coast to coast.

At this time, when practically everyone is doing some manual labor, and when all mechanics are so busy, the campaign should be exceedingly effective. Space will be run for about three months.

CORP. F. THEO. GNAEDINGER

Who has been awarded the Military Medal for gallantry and devotion to duty. He went overseas as private in the 1st Bn. Canadian Railway Troop. He is eldest son of F. G. Gnaedinger, of the Montreal firm of L. Gnaedinger, Son & Co., distributors of "Monarch" hats.

SELLING HATS WHERE SPACE IS LIMITED

(Continued from page 43)

as 75 per cent. of the whole this dealer stated that in some instances 90 per cent. would be nearer the true figure.

The Method of Sales Procedure

When a customer enquires for a hat he is shown to the hat case and a number of styles are shown him. He is usually first asked his size and this is verified by trying on a hat of the stated size. The clerk thus becomes aware of the futility of showing any hat where this particular size is sold out. Other lines are shown that it is expected will suit. The customer is told that the hat he is looking at is probably not his size but it is comparatively easy even without trying on to get him to pick out the style that he thinks he would like. The stock number is ascertained and the stock room is visited and his size brought forward for a try-on. If the hat, when seen upon the head, is satisfactory, and usually it is when the style has been selected beforehand, the sale is made with the opening of only one stock box. If, however, he desires to see others the same procedure is followed until the sale is made.

Large Figures on Stock Boxes

To facilitate finding the stock box containing the desired hat the number is painted on with a sign painter's brush in large figures that can be seen in a hurry. The appearance of one of this dealer's stock shelves is shown in accompanying illustration.

If it should happen as of course it often does that the sample of the line selected is the right size, this hat is sold to the customer and the sample card pulled out and dropped into a small box in the case until some moment of leisure when another hat of this number is brought forward.

This dealer is willing to admit that there can be faults found with this system. In some cases, where the customer is hard to please it is necessary to pull out as many stock boxes as if no samples were kept. In many other cases, in the majority in fact, the style is selected at once from the case and the clerk has only to go to the stock once and get the desired size.

Take it all in all MEN'S WEAR REVIEW believes that the ideas given here could be beneficially aplied in many a men's wear store where hats are handled. While it is very evident that the most satisfactory method is to keep full stock of all sizes of each line forward in the sale cases, few indeed are the dealers who have the space available or the money to tie up in hat cases if they had the space. Failing this space some such scheme as here elucidated would appear the next best thing.

TAILORS ARE RETAILERS.

Recent Census Forms Sent for Filling Apparently Placed Them as Manufacturers—Matter Satisfactorily Adjusted

MERCHANT tailors were considerably perturbed over the census forms recently sent to them from the Department of Trade and Commerce. Filling these out as originally sent would have automatically placed tailors in the same category as manufacturers. They would have become subject to the Workmen's Compensation Act, and their rate of business tax would have been increased.

The Retail Merchants' Association immediately took the matter in hand. A delegation of the men's wear and clothing section, headed by Mr. Miller, waited upon the Deputy Minister of Trade and Commerce with the result that satisfactory adjustment was speedily made. Authority was given to the tailors to only fill in forms in so far as same applied to the retail end of their business.

PLAINER STYLES WINNING THEIR WAY

One or Two Novelties Shown by Manufacturers—Designs That Are Really "Cloth Conserving" Favored—Manufacturers Realize the Necessity of Improved Workmanship

AS the Spring season opens up there are few notable style developments coming to the front. The retail trade is apparently inclined to still buy belted and similar lines to a more or less limited degree, but the plainer styles are steadily winning their way in the people's favor.

One or Two Novelties

Among the manufacturers there were one or two novelties to be seen. One of these is a light-weight single-breasted suit, the buttons of which are so arranged as to give a three-in-one effect, namely, one button single-breasted, a two-button double-breasted, and a link button effect with a long soft rolling lapel.

Still another style feature is a single-breasted, two-button form fitting, four patch pocket creation with rolling lapels. This came in vari-colored patterns in wool and worsted fabrics. The third style shows the modified double-breasted idea having two buttons and form fitted.

Working Towards Plainer Models

As the season advances it is evident that the recommendations of the commercial economy boards to the United States manufacturers will begin to have their effect upon Canadian designs, and leading designers are working in this direction.

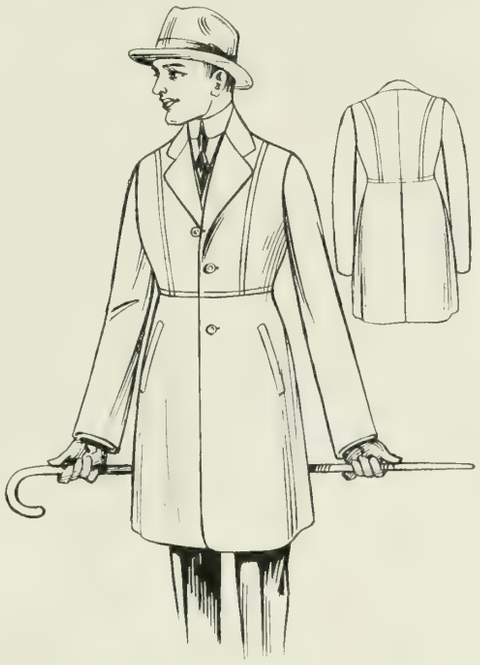
It is, however, noticeable that retail establishments are still showing to a marked degree belted coats, and the younger generation of clothing buyers will be loath to abandon these attractive garments while they are procurable.

"There is, however, no disputing the influence of United States upon Canadian styles, and the plainer models will soon control the situation," was the ultimatum of one designer.

Save Cloth Where Possible

Undoubtedly the manufacturers themselves are virtually interested in establishing styles that will help hold down costs and save materials. In the interests of the clothing business generally prices will be held as low as can be done consistent with a working margin. All styles that will help to that end are naturally being taken up by the manufacturer and his designer.

The style modifications introduced in this way by the Canadian designers may possibly be more truly "cloth conservers" than some of the suggestions introduced by the Commercial Economy Board as these are being tried out in the fire of actual experience and where a noticeable saving cannot be achieved the idea is not looked upon with favor.



SINGLE-BREASTED TOP COAT

This single-breasted novelty top coat is form-fitting and without being extreme in its general tendencies has some good points.

The length is 39 inches for a size 36 coat which brings the bottom well above the knees. Three buttons are used and the pockets are either "piped" or of welted "slash" variety.

The pleats, as will be seen, run from the waist line right over the shoulder and down to the belted waist line again. They may be of the "open" or closed variety.

Because of the manner in which this garment is made the manufacturers claim it will conserve cloth. Style shown by College Brand Clothes Co., Ltd., Montreal.

Thus the cuff on the trouser will stay. In the opinion of most experts this represents actual saving in cloth when it is considered how much better the trouser wears and how much longer it takes to get that "rug fringe" appearance.

On the other hand narrow trousers will be encouraged and shown. Herein a real cloth saving can be effected. Then in coats, belts and pocket flaps have received their *coup-de-grace.* They both represent cloth that can be saved. Styles carrying both or either will be shown, and if the retailers, or rather the retailers' customers insist upon having same they will be supplied, but the designers will endeavor to class them as strictly "*infra dig.*"

Welted Pockets Effective

Some of the new designs with welted pockets, either vertical or slanting are very effective and if the young men take hold of these as expected the flap will be gone from the coat pockets.

And so on down the list, wherever cloth could be saved and thus price increases held to a minimum, it has been done, providing, and this is some proviso, style features necessary after all to a healthy clothing business have not been sacrificed.

Increased Efficiency in Workmanship

MEN'S WEAR REVIEW discussed this feature of the clothing situation in its two previous issues, but the manufacturers and designers continue to assert that they are endeavoring in every way to improve workmanship on garments. Manufacturers of standard lines are faced with a serious problem: how to make their line stand out as distinctive and worthy of special consideration in the face of limited cloth supplies and restricted range of designs. The solution that all have arrived at is the highest possible efficiency in workmanship to the last detail.

This will constitute the stock talking point of a number of clothing salesmen when they go out to call upon the trade and it is evident that the houses they represent are making a genuine effort to back up this talk with results.

Good Workmanship Necessary

The average man who buys a garment of fair quality that will give him a dressed appearance when upon the street will be prepared to pay a big price but he will everlastingly remember the brand upon that suit if, after paying the big price asked, he finds faulty workmanship, poor quality lining, front that turns back, lapels that assume grotesque positions, buttons that fall off or seams that open without sufficient provocation.

The realization of these facts is the clothing manufacturer's close companion. It sleeps with him at night and walks by him on his way to work, and sits by him at his desk all day long. To reiterate, while the consumer expected fair wear from a $15 suit, when he pays $35 for one made from the same cloth he wants more than fair wear, he expects and resents if he does not find excellent workmanship, studied designs and thoroughness of finish.

Some New Overcoat Styles

MEN'S WEAR REVIEW has to hand a series of sketches of overcoat styles for the coming heavy-weight season. These were made from actual garments prepared for the coming season and exhibited at a recent convention of clothing designers.

The noteworthy feature is the number of double-breasted lines that are shown. One or two styles are decidedly "military" in general appearance. In all but one or two the pocket flaps are eliminated but the back belt is shown on several of the ulster styles.

SELL CLOTHING INTELLIGENTLY

Keep Leading Points of Cloth Situation at Tongue's Tip—Be Able to Explain Limited Range of Patterns—Show How All Costs Have Advanced More Than Finished Garment

WHEN a customer enters your store to buy his Spring suit and you ask him $25 for the quality he used to get for $15 he will naturally want to know why. To be able to thoroughly explain the situation, to show that still higher prices are in sight and that the clothing retailer is by no means a profiteer will very often help to cinch the sale with a "doubting Thomas."

The first question is the cloth situation. Fully 50 per cent. of the total cost of the suit is concentrated right here, and what is the situation? At mill figures to-day cloths are from 200 per cent. to 300 per cent. above pre-war prices and are continually advancing.

Higher Prices of Course

It is very evident therefore that the full effect of this increase has not yet reached manufactured clothing. It has been possible for manufacturers and in turn dealers to stave this partially off owing to heavy stocks and early contracts. Gradually, however, these alleviating conditions will be overcome when the full effect of cloth advances will have to be passed on to the ultimate consumer.

SOME CLOTH ADVANCES

In five of the widely used fabrics, the recent openings of one of the United States Woolen Co. shows the following advances for Fall, 1918:

Fabric.	*Increase.*
12061X-Washington cheviot	$1.25
3613-1-Serge	1.47½
3614-1-Serge	1.40
3194-Fulton serge	1.42½
3814-16 oz. Fulton serge	1.62½

The average increase on these is about $1.44 per yard. Multiply by 3 1-3 yards required for a suit and we still find $4.80 as increase for cloth alone.

Pattern Range Limited

The increasing scarcity of cloth is another point that can be effectively used in closing a sale. The range of patterns is of course somewhat curtailed and the customer will want to know why he cannot buy a similar pattern to the one he got two years ago and liked so well.

To answer this it is necessary to be fairly well posted on the cloth situation. Briefly speaking, this is as follows. Previous to the war the greater part of all cloths used in men's clothing were brought from England, although even then Canadian mills were steadily increasing their trade and improving their product.

What is the cloth situation to-day in so far as England is concerned?

Control of Civilian Cloth

Everything in the way of cloths is tabulated; all stocks in the country are known to the government and these are so closely recorded that there is no chance for manufacturer or jobber to secure or hold more than his allotment. No cloth can be made up for civilian use except under special permission, and the wool for this purpose has to be released by the Wool Commission. Cloth manufacturer after cloth manufacturer has written of these conditions to his Canadian agents. Orders have only been taken for over a year past subject to "Government requirements."

Some Go Down With Ships

Then what is released and shipped very often does not reach its destination. Of the weekly shipping losses due to submarine activity there is bound to be many a ship carrying a cargo or part cargo of cloth, and this is of course totally lost. The wool and the labor are alike expended for nothing.

Clothing American Soldiers

Military requirements seem to be upon the increase. Recently it was reported that all American troops overseas were to be supplied from British mills with uniforms, etc. A late Paris despatch announces that the first shipment of British clothing amounting to over a million dollars in value had arrived at the headquarters of the United States troops in France. This in itself will mean a continually increasing drain upon British cloth mills.

Under such conditions it is not to be wondered at that cloth mills are not worrying about new designs or a multiplicity of designs. "The greatest possible production in standard patterns and colorings" is their slogan.

This situation, instead of showing signs of improvement is growing steadily worse. Clothing manufacturers interviewed during the past few days stated that they had no definite knowledge as to further supplies.

"There will be still fewer patterns shown in England and what remain will be sold to those who can pay the price. As a matter of fact many patterns have been eliminated for the present and will not be reintroduced for the period of the war.

"Fewer travellers are calling on the trade, and all around Golden Square, the woollen agents' Mecca in London, the vast majority of the offices are closed and the occupants have disappeared," said one well posted informant.

Assortment and stock of overcoatings will be particularly limited. Orders have been placed but even those thus placing have but little hopes of getting

WOOL SUPPLY AND POPULATION.

Total number of sheep compared with the population of the principal wool-using countries in the years named up to December 31st, 1917.

	Sheep, Millions	Population, Millions	Ratio of Sheep to Population
1898	412	515	.800
1899	413	524	.788
1901	400	538	.743
1902	392	546	.718
1903	373	553	.676
1904	351	560	.639
1905	361	569	.632
1906	374	576	.649
1907	387	583	.662
1908	400	590	.676
1909	408	598	.680
1910	409	605	.676
1911	415	612	.680
1912	413	620	.666
1913	398	627	.634
1914	385	635	.606
1915	372	639	.582
1916	370	639	.579
1917	374	639	.583

more than a portion of their order. Some Meltons are expected to come through but only a limited quantity.

"Scandinavian buyers have undertaken to buy supplies of cloth in England and pay for them outright. These, of course, will not be delivered now, nor indeed till after the close of the war," stated another authority. This would seem to clearly indicate that these people have sized up the world situation and have thus endeavored to protect themselves for the future.

A salesman selling a suit of clothes can keep certain phrases of this information in his mind ready for the querulous customer and his evident knowledge of the subject will undoubtedly make an impression that will help to close the sale.

The customer can be also reminded of the many other costs that enter into the making of a suit. One of the leading manufacturers in this country jotted down the following figures as a conservative estimate of some increases in manufacturing costs comparing Spring, 1918, with Fall, 1917. Leaving out the cost of cloth these were:

Cost of trimmings	$ .50
Cost of labor	.50
Increased overhead	1.30
	$2.30

Add to this the increase in the cloth used which will be close to $4.50 on an average suit and there is an increased cost to the manufacturer of $6.80 approximately. When the retailer figures his profit on a basis of 50 per cent. on cost this increase will advance to $10.20.

Manufacturers claim, and in this it is likely there is some good selling talk, that the retailers should emphasize the fact that the average increase on the finished suit does not run more than 40 to 50 per cent., while many other products, including the cloth that the suits have been made from have advanced from 100 to 300 per cent.

While these facts will help settle the qualms of conscience of the objector "who never paid more'n $15 in my life," the clothing dealer who is building for the future will try to keep "price" as far to the background as possible. The average man is out buying quality these days. He expects to pay higher prices but woe betide the man who will sell him a worthless article even if the price seemed less than he had been prepared to pay.

NEW-STYLE SUITS REQUIRE MORE CARE

The Plainer the Style the More Skill Called For—Great Percentage of Special Order Suits Are Plain Style—Problem of Costly Alterations to Ready-made Can be Solved by More Particular Care in Salesmanship

HOW will the plainness of the new season's styles bear upon the special order department of the men's wear business, and how will the ever-present problem of alterations be affected?

MEN'S WEAR REVIEW asked these questions of an authority on the matter, who had just returned from New York.

Won't Affect Special Orders

"Plainness and simplicity of style will add no difficulties to the special order department in the men's clothing business," said he, "for the simple reason that 95 per cent. of all special orders are for the plainest styles of clothing anyway. In the ready-to-wear a young man chooses his suit because of some fancy touch perhaps which pleases him, but the men who have special order suits put through almost invariably go in for plain styles. So the special order department will have no new problems to face, because the styles are to be very plain."

Important Alteration Points

"The plainer the style the more skill required from the designer," remarked MEN'S WEAR REVIEW. "That is generally admitted in the men's wear trade. Will the severity of outline and absence of embellishments not make the business of alterations more difficult?"

"Alterations," was the reply, "are a big problem, and a costly affair in very many cases. There are firms in the big Canadian cities who keep as many as twenty and more men on alterations alone, and spend thousands of dollars on this every year. The National Association of Designers have this problem in view, and we are hoping before very long to take steps towards reducing this alteration expense. It can be done to a very considerable degree."

"You mean that men's wear can be made that won't require alterations?"

"Something like that, but not quite," said the expert. "Men's wear is already made that doesn't require half as much alteration as it gets. The association aim is to standardize alterations, to have a system which is absolutely simple, and absolutely effective in satisfying the customer. At the same time it would make the business of alterations much less costly."

NOVELTY SACQUE COAT

This two-button novelty sacque coat is made with a straight front. It has piped pockets and is of the belted tunic effect. Lines are confined, giving a pleasing appearance with the waist effect very prominent and flaring. The open laps to waist are a prominent feature of this garment and the frock coat idea is embodied in the general tendency of the back. Pockets may be of the "welt" or "piped" variety. In a 36 size coat the length is 29½ inches. One of the lines shown by College Brand Clothes Co., Ltd., Montreal.

The Right Way to Alter

"There's a right and a simple, swift, effective way to make any one of the standard alterations," he continued, "but many a suit doesn't get that sort of standard treatment, and the result is unsatisfactory. I once saw a man thoroughly annoyed over a suit bought at a department store. He was vowing that he'd never buy a ready-made again. Now there's many and many a ready-made suit that fits better than a made to order, and I knew that this man could walk into any good manufacturer's and be perfectly fitted from ready-made stock, for he happened to be a good example of the standard type of well-built man. I told him so.

"He got showing me the faults of the suit, pulled out a handful of waistcoat to spare in front, spoke of folds and drooping lapels, and a dozen details at fault. Told me the suit had been back half a dozen times to be altered, but was never a bit better, and that he was through with the ready-made suit business for ever.

An Unjust Judgment Passed

"Well, I happened to note in examining the suit the mark of its maker, one of the best firms in the men's ready-made line in Montreal. I said to the wearer, 'You're misjudging ready-made business and the manufacture of this suit you're wearing, and the firm you bought it from. I know the maker of this suit — a good firm, too - they make good clothes and clothes that fit. The trouble is that this suit was never made for a man your size at all, but for a much stouter man.'

" 'Well,' he said, 'the salesman told me that was the only suit they had that would fit me.' 'And you went away and bought it,' said I. 'Now if you are easy enough for that, when a salesman is unwise enough to unload an unsuitable suit on you, you haven't any fair kick coming for ready-mades or for their manufacturers, or for the firms that sell them. The trouble's between you and that salesman,' I said, 'and both of you are at fault a bit. If he'd taken the time to get the right ready-made model for you, he'd have satisfied you without need for alterations, and showed you the real merits of the ready-made suit business, which provides the properly-built suit for practically every ordinarily-built figure of a man.'

School for Salesmen Needed

"I suppose it was too late to tell that man that. He was pretty well set against ready-made suits. But he needn't have been, and it was the fault of a salesman not well enough up in his range of suits, and too anxious to make the sale. Besides, look at the trouble they had over alterations of that suit, and in spite of it all they lose the return customer they should have had. Now this shows what we are after in the way of standardized alterations and something else.

"We want to establish a school for men's wear salesmen that will show them how to study their customers individually, and meet their requirements out of the ready-made stock, which amply provides for every build of man, with the minimum of alteration if only the right suit is sold to the customer first. We are going to have that school for salesmen we hope before very long.

Rough-and-Ready School

"The average young fellow who becomes a men's wear salesman begins by sweeping the store, runs the errands, is promoted by and by to the counter, and gradually gets to know the business. If he's bright he may make a very good salesman, but his chances of getting to know the valuable facts that are available about the ready made suits he sells and the sorts of men they are designed to fit come slowly and at infrequent intervals. Salesmen learn through mistakes, and mistakes lose customers, and make men misjudge the ready-made business. With a systematic school for the training of salesmen so that they can select unerringly the exact suit for each and every customer for ready-made clothing the problems of the alteration department would be reduced to plain sailing. Standardized alterations would become possible. The cost would be reduced. Customers would be satisfied. Men who buy ready made suits would be visibly amongst the best-dressed members of their communities. For their suits would fit fully as well, if not better, than any made to order or special order garments."

GOOD MONEY IN GOLF SUITS

Now is the Time to Start Your Preparations to Interest the Younger Set in Outdoor Sports Wear

FROM April until November is the season for outdoor sports clothing of all kinds and especially for golfing suits. During the Summer also tennis wear is worth special attention in every city, town, and hamlet in Canada. Belts are needed, and shirts, soft collars, ties and hose.

By carrying a better assortment, making window trims, featuring the outing suit, and by cultivating the attention of the younger set generally more business may be added by any alert men's wear dealer.

In the matter of golf outfits a good deal depends upon the community. Wherever there are golf links there will probably be a fair number of players who desire a coat and probably a pair of knickers as well as the long wool stockings.

The coats that one firm has been selling are of flannel and light tweed cloths and the big checks have been popular. Around $12 to $15 has been asked for the cheaper grades of cloth for the two-piece outing suits. But many prefer a good grade and one dealer states that his sales have been made in garments selling at from $35 to $50 per suit, but including the long heavy wool stockings. The boots were not included.

This latter dealer sold most of his suits from sample cloths and had them made to measure. The same suits as sold at the above prices will now be worth around $45 to $60. One of the greatest difficulties this year will be that of procuring the material for making these better suits, and it may also be harder to procure the wool stockings.

SOCKS

The sock is another of life's mysteries.

Whether it has been a sock from the start, or started out to be a stocking and lost its nerve, no one knows. The only thing we're sure of is that it got halfway up man's leg and stopped.

And for no apparent reason. The sock's way to man's knee was clear. Woman's stocking proves that.

But let us not censure the sock too severely for its shortcomings. It's like a lot of other human affairs—begun enthusiastically and ended half-way.

Pickard & Tuck, Ltd., men's furnishings, Olds, Alta., have sold this branch.

EXPECT HEAVY WASH SUIT SEASON

Sanitary Features of Washable Cloths Appeal to the Modern Mother — Present High Prices of Cloth Lines Another Inducement—New York Reports Good Winter Demand

WE anticipate that we will do a bigger boys' wash suit business this year than ever before." This is the opinion of a Toronto retailer who specializes on boys' lines. The increasing cost of clothing, which seems to the average mother to be even worse when buying "Willie's" clothes than when buying "dad's," seems to make it very probable that such will be the case.

One large clothing manufacturer, who also makes a special effort to capture the boys' trade, writes as follows: "The scarcity of goods for the boys' clothing trade is becoming more acute every day, and there are practically no shipments coming out from England of the class of goods suitable for boys' wear. In order to keep up our trade we are going largely into cotton lines, and we find that these are taking very well. They are much lower in price than the cheap tweeds, and they will wear much better in every way."

It is evident from these two opinions quoted that the men's wear dealer should give this more attention than he has been doing in the past. Wash clothing is a line that has improved very much in the last few years. Style and fit are as important in these now as in the cloth suit. In addition, the sanitary features of the washable suit appeal to the average mother. The usual healthy boy will go in places that are not as sanitary as could be wished and drag his pants with him. The cleansing thoroughly of the cloth suit is next to an impossibility. This, however, does not apply to the wash cotton suit.

New York reports that the boys' wash suit trade is increasing immensely. This is said to be true even of the Winter months. The modern home of the moderately well-to-do is as warm in Winter as in Summer, and in consequence around the house there is no logical reason why a cotton suit could not be worn at any time of the year. The mothers are apparently beginning to realize this, and there is no doubt that the very sanitary features mentioned above have had a lot to do with the present popularity of washable clothing.

One thing seems certain. The merchant who seems to be well impressed with the merchandising possibilities of this line is the one who carries a stock of sufficient proportions to give his customers a varied range to choose from. The merchant who carries only one or two lines of very ordinary design usually claims that the line is not worth bothering about.

NECKWEAR

PLENTY OF COLOR IN NEWEST NECKWEAR

Some Very Handsome Effects Achieved in Printed Silks—Batwings Continue in Good Demand — Tie Manufacturers Claim Difficulty in Procuring Exclusive Silks

PLAINER clothing styles are the order of the day. Hats will be staple in style and quiet colors will predominate, but the man on the street is making up for it by putting all the color that his taste calls for into his neckties. To walk into the showrooms of the average tie manufacturer without having first taken a "bracer" is running serious risk indeed if one's nervous system is such as to be easily affected by color combinations.

An effective pattern shown by Tooke Bros., Montreal.

A closer inspection reveals, however, that while there is color galore, and while some of the designs are loud enough to out-shout Billy Sunday, nevertheless some of the louder ones are very beautiful and the designs original and attractive. Moreover, in the words of one designer, "The trade demands bright patterns and seems to be selling little else, so it is up to us to handle same."

Bright Patterns Originated in New York

Why this run on bright patterns just at present, for run there undoubtedly is? It can be largely traced to the fact that tie manufacturers have been forced to go to New York almost exclusively for their silks for the past year. That city has always favored bright patterns, and had very little else to offer when buyers went looking for stuff suitable for the Canadian trade. Some of these were bought with more or less fear and trembling and introduced to the Canadian public, with the result that the supposed-to-be extremely-conservative Canadian fairly ate them up and howled for more. As a result more was purchased and continues to be purchased even until the present time, and there seems to be no inclination on the part of even the retailers or the wearers to slacken up in the demand for bright patterns.

Possibilities of Printed Patterns

Another reason for the popularity of loud patterns lies in the development of printed neckwear silk to its present prominent position. In printed goods effects can be achieved that would be impossible in dyed-in-the-yarn silks except at an extraordinary cost. This again explains why demands for prints and loud patterns go hand-in-hand.

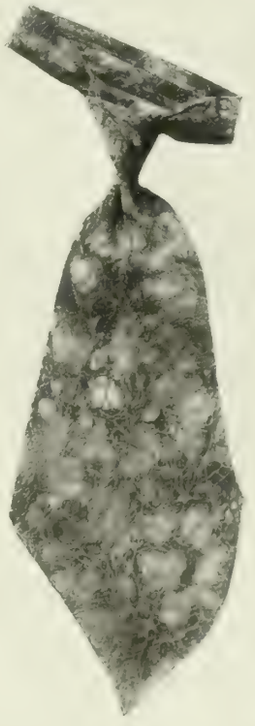
Among the new designs noticed were some very handsome printed satins, known as Parisian satins, supposedly because they were never nearer Paris than New York, which come in a range of mixed patterns called Patika. These would seem to carry out the "camouflage" idea, as the mixed effect reminds one of the pictures we have seen of armored trains or aerodromes painted in similar designs.

Failles, of course, remain good. Some very handsome ones are known as radiant failles, having a firmer finish than the velvet finish failles that have been popular for some time. Another range consists of broche faille, with brocaded grounds and large showy floral patterns printed on same.

Crepes continue to sell well, and the patterns in these vary from some of the extremest in the ranges to some very neat patterns of more modified designs. One range of these, known as "Tokio crepes," were particularly noticeable, the patterns being distinctly Japanese, while being moderate enough for the most conservative man.

Black and White in New York

New York reports a considerable demand for black and white designs, fashioned after the high-grade scarfs now being worn by many of the better-



Fancy crepe faille shown by Wm. Milne.

dressed Englishmen, but Canadian manufacturers claim they have noticed no more than the usual amount selling.

All are agreed that it will undoubtedly be a big season for batwings. The fact that a good range of these is still procurable to sell at 50c may have something to do with this, although it is doubtful if this is a very large consideration. The fact that more and more men are becoming able to tie a bow tie effectively is nearer the real reason for the

From the Spring range of Tooke Bros.

increased demand. For this season batwing bows will be seen in a big range of silks, including some of the more pronounced patterns, where same are not too large to admit of effective cutting.

All silks have shown a tendency to advance slightly in price, though so far this advance has not been sufficient to cause the tie manufacturer to adjust his figures. There seems to be no scarcity in neckwear silks, although New York trade papers are continually referring to the inroads that Canadian tie manufacturers are making now that the Swiss market is entirely closed. Manufacturers claim, however, that there is great difficulty in getting exclusive patterns. One buyer told of a case where he was much impressed with a design that was supposed to be just fresh from the designer's hands and bought very heavily of same on the understanding that it would be confined to him for Canada, only to walk into a Toronto department store on his return and behold a rack full of ties made from the same silk.

Some nice business has been placed in wash neckwear, and the newer patterns that are being shown in this branch of the tie business will undoubtedly help the sales considerably. For quite a while past the wash tie patterns have been following along standard designs, and a man having bought one one Summer and seeing but little different offered the next year has been inclined to pass them up. Some of this season's numbers, however, are original in both shapes and materials used.

Manufacturers say that some of the difficulties that they are running up against at the present time are the apparently small ones. The most important of these is the getting of the linings and interlinings. Mills recently approached would not promise deliveries under eight or nine months, which is very likely to be stretched out into a year. Still another difficulty is the getting of silk labels. A number of the manufacturers have bee nforced to send out large shipments wanted in a hurry for Easter business without the usual dealers' labels on them, although the order for same had been placed in good time. This necessarily leads to a certain amount of hard feeling, but it really hardly seems fair to blame the manufacturer for something that he cannot help. The difficulty with the label manufacturer seems to be two-fold. He cannot get the kind of silk he needs and he has difficulty getting help. Whether these are the real reasons or not does not matter much, the fact remains that the tie manufacturer is not getting the labels with even moderate promptness.

Novelty satin in candy stripes shown by the King Neckwear Co.

NOTES

O'Sullivan Bros., Swift Current, Sask., have sold men's furnishings stock to Dowling, Herman & O'Sullivan.

F. Cid, men's furnishings, Thetford Mines, Que., has sold out.

Quick & Robertson, clothing, Bellenormal business. There are, regular, ville, Ont., have suffered loss by fire.

Hankinson & Ivey, men's furnishings, Sudbury, Ont., have sold stock.

Royal Store, men's furnishings, Ottawa, Ont., have discontinued business.

OBITUARY

A. G. Lomas, President of Magog Woollen Mills, Ltd., Sherbrooke, Que., is dead.

BORDER CITIES ORGANIZE

THE retail merchants of the four border cities of Windsor, Walkerville, Sandwich and Ford have recently joined hands and formed an amalgamated Retail Merchants' Association with Mr. C. M. Smith, dry goods merchant, of Windsor, as president. There are a number of very contentious questions that are particularly applicable to border towns that will be taken up and united efforts made to effect needed reformations. On Tuesday, March 12, an organization banquet was held. The membership committee was able to report a membership of 358 out of a possible 400 and it is hoped by a little further missionary work to bring this up to 100 per cent. At this banquet a very interesting address on credits and general business principles was given by Mr. Wall, who is local representative of the Bankers' Association of the United States.

One of the questions that came up for discussion at this meeting was the question of clothing the returned soldier and a memorial was drawn up to be sent to the Government at Ottawa asking that the soldier be given transportation back to the town from which he had enlisted and that he be allowed to get his clothes from his own dealer or from whom he pleases.

FIFTY YEARS IN BUSINESS

TO mark the fiftieth anniversary of their start in the clothing business, W. R. Johnston & Co., Limited, Front Street, Toronto, have issued a really magnificent booklet. This briefly outlines the aims which have actuated the firm through all the year. From the cover, which gives a view of the head office, with border made by the various provincial coats of arms, to the last page the booklet is magnificent.

A novel design in crepe faille shown by E. & S. Currie.

KNITTED GOODS

HOPES FOR IMPROVEMENT IN HOSIERY SITUATION

Belief Expressed That Shipments of Fine Yarns Will be Increased—Needle Situation Still a Serious Factor—Hosiery Shortage Acute in the States

THE situation in so far as the finer grades of hosiery are concerned has been serious indeed. As already announced in these columns manufacturers opened fall lines of cashmere hosiery at prices that ran anywhere from 50 per cent. to 100 per cent. higher than a year ago and in addition showed an inclination to take orders that would implicate them very far into the future. Several of the larger manufacturers reported themselves already sold up for the season.

The reason for this has not been hard to find. It lies in the shortage, present and apparently extending into the future, of fine "French process" yarns suitable for this class of goods. In addition there has been another matter, the shortage of certain varieties of knitting needles.

There is some hope that there is an improvement in sight in the yarn situation. The British Wool Commission, in conjunction with the Canadian Manufacturers' Association, has been looking into the facts of the case. The results have been that an effort will be made to increase the shipments of these yarns to Canada, as it is realized that the situation is a serious one from the viewpoint of the manufacturer. The Toronto representative of the commission states that he has hopes that his representations will receive due consideration and that there will be relief noticeable in the near future.

Needle Situation Still Bad

In so far as the needle situation is concerned there does not at present appear to be much hope for improvement. Japanese needles have been imported to a considerable extent during the past six months, but there are varying reports about them. Some manufacturers have expressed themselves as being very well pleased, while others have the very opposite to report.

The output of needles from United States sources has been largely increased, but demands of mills working on Government contracts have precedence and in consequence there is not enough for civilian purposes in their own country, and but little can be expected for Canadian mills.

One large underwear manufacturer recently told MEN'S WEAR REVIEW that he was sure there were machines lying idle in practically every knitted goods mill in the country owing to shortage of certain kinds of needles.

Worse in U. S. A.

In the United States the hosiery situation appears if anything worse than it is here. Government buyers have recently cleaned up all available stocks and on top of this buyers for the French Government, following along the lines they adopted in Canada some months ago, came into the market and bought everything they could get their hands on that could be called socks. Wool, part wool, or cotton, any size and any color, in fact anything at all, was bought up and this sweeping order which practically spared nothing, has finally put the clamp on the lid of the market.

In addition it is estimated that all mills, both hosiery and underwear, are operating up to 75 per cent. of their total capacity on Government business. This will clearly mean that no relief can be expected in Canada from across the border.

There is also a feeling abroad among local manufacturers that there are large orders pending from the Canadian Government that will have to be filled before next winter, but as it seems to be the policy to clothe Canadian troops from British mills once they are overseas, and as the men called up under the Military Service Act seem to be sent overseas after but a short training, there may be little in this report.

When talking to a customer about goods, think about them from the user's standpoint rather than from the point of view of the man who wants to make a profit selling them.

UNDERWEAR

Retailers Believed Well Stocked—Jobbers Claim Present Prices Below Market

JOBBERS continue to report sales below expectations on Fall underwear. This is particularly noticeable on heavy ribbed lines. Flat knit lines are, however, selling well.

It is felt that retailers are probably fairly heavily stocked. If this is the case they are adopting the wise policy in refusing to load themselves beyond their requirements.

No Use Waiting

For those, however, who have yet to buy there seems to be small object in holding back. Every indication points to higher prices. Jobbers report that most present stocks are based on prices that represent the average value of stocks on hand anod new goods purchased. These are thus considerably below present market values. When such stocks become exhausted higher prices must come.

Interesting Figures

One jobber showed lines that he was offering to the trade for $11 for which the mill was now asking $10.75. Another quoted at $12 is priced at the mill at $11. Other lines in better qualities are being sold at $21 and $24. When based on mill prices these should be $25 and $29.

Naturals Scarce

Finer lines in natural wools will probably be scarce. The scarcity of yarn necessary for the manufacture of these goods has been pronounced.

Spring Deliveries Good

Spring underwear has been well delivered and early orders are nearly all in retailers' hands. Sorting business has of course not opened up as yet. Jobbers still have some lines available for sorting at opening prices, but the mills have advanced prices sharply and this will have its effect on jobbers' prices as soon as stocks become depleted.

Some new styles for mid-summer wear will be shown in the course of the next few weeks. These apply more particularly to combinations, in which field experimenting is continually going on.

MERCHANTS MAKE CAUSTIC COMMENT RE GOVERNMENT'S PROPOSAL TO ISSUE CIVILIAN OUTFITS TO SOLDIERS

Some opinions of men's wear retailers on the proposed Government issue of civilian clothing to returned soldiers bring out important points:

Writes J. A. Sinclair, of Orillia, Ont.:

"Have in my possession at present a suit issued by the Government to a discharged man. He would not wear it outside. This is a sample of what it would be."

Harcourt & Sons, Ltd., 115 King St. west, Toronto, say:

"The individual taste not being consulted, much of the clothing supplied in such a way by the Government would not be worn by the men, thus entailing a big loss in materials, wages, etc.

"No class of merchant has suffered more on account of the absence of thousands of men than the custom tailor and retail furnisher. The large stores have benefited very much on account of the large amount of money circulating among the girls and women who are employed at big wages.

The Government, in our opinion, ought to give the smaller merchants dealing in men's wear an opportunity to supply outfits to the returned men instead of giving big orders to the wholesale clothiers who already are fattening on Government contracts for military clothing."

Writes D. W. Downey, Brockville, Ont.:

"I have read your article on Government's plan to outfit returning soldiers with civilian clothing as presented in MEN'S WEAR REVIEW for March. I fully appreciate the position you took and feel it would be a great injustice to the retail clothier and furnisher and unfair to the soldier himself, who no doubt wishes to consult his own taste as to style of clothes he shall wear as a civilian and I think it is only fair to him that the Government give him a certain amount of money for the purpose to be spent by himself. It is gratifying to note you have taken this matter up with the Government and I am sure you will have the support of all the retail merchants. Would it not be well to bring this to the notice of the Retail Merchants' Association of the Dominion so they might co-operate with you? As a member of that association I would appreciate your taking such action as will stop the Government from such an undertaking and will be pleased to give any assistance I can."

L. R. Tobey, of Hamilton, writes: "Any red blooded Canadian soldier won't wear the clothing issued by the Government when he is discharged. I imagine he would want to do his own choosing.

"I don't think the soldiers are looking for something for nothing. Why does not the Government supply the wives of the soldiers with dresses all alike? "I have a brother, a wasterner, who is in France handling machine gun, seven children and a wife waiting for him to come back. I think he would like the privilege of coming to me for his civilian outfit. The whole thing is an insult to the merchants of Canada."

R. H. Dowler of R. H. & J. Dowler, London, St. Thomas and Windsor, says in reference to the advisability of giving special discount to returned men:

"In regard to this point, reliable firms who mark plain figures and sell strictly one price cannot afford reductions off their already close margin price which does not net them 10 per cent. on turnover. But the returned soldier is carefully looked after in any detail of suitable cloth, fit and service. If goods for any cause should not prove satisfactory the money is refunded or the merchandise exchanged. This is better than some unscrupulous politicians, with the assistance of some more unscrupulous maker, supplying a lot of misfit shoddy suits to our returned men, who wore reliable clothes from reliable merchants before they donned the khaki and prefer to get their wearing apparel again in the same way."

"It is high time something were done to stop this action of the Government re soldiers' civilian clothes. In concrete form our opposition is for the following reasons:

"(1) Each soldier wishes to choose his own clothes; some wish for tailored clothes, others wish for cheaper manufactured lines. Our army is a very cosmopolitan one, men of good breeding mixing with those from the most humble homes. Much injustice has been heaped on the soldier in this war. Why carry it on into his life when he is about to go back to his civilian clothes? Surely he has proven himself a man over there and as a man he has his right to choose his own clothes.

"(2) Merchants throughout the country have laid in large stocks of furnishings and clothing at old prices and are only too glad to supply returned soldier with these clothes at old prices. The war has hung on longer than most of us expected; but has the merchant despaired? No! He is putting up his fight, cutting living costs and upkeep costs as much as possible, hoping, waiting, yes, praying, for the day the boys will come home and buy their civilian clothes. On the strength of the boys' wants when they come home manufacturers loaded up merchants with stock using it as an argument in their sales.

"(3) Charity funds galore have made heavy demands on the clothier's pocket. He has been asked to increase his giving with his men's business falling off at a goodly rate. Ladies' stores have thrived. They have not felt the war. It has been the men's trade that has felt it. Here's a chance for the men to show their appreciation by buying civilian clothes in their home town."

Walter C. Pridham of Goderich, writes:

"In my opinion most of the returned soldiers would not want the Government to supply them with civilian clothing. If the Government did, no doubt the clothes would be very much the same. The make would be a staple style and the suit would have the appearance of a Government outfit, and I am sure the soldiers would not like that. They would prefer choosing their own cloth and the style they would like to wear.

"My experience with returned soldiers is that they want good clothing and they want it made up right, and I doubt if they would get this from the Government. I would suggest that the Government allow the soldier a certain amount and if he desires something better than the amount will buy he can add the amount he wishes to pay.

"I believe if the Government issued the clothing there would be a great loss to the country from the fact that many of the soldiers would not wear the clothing thus provided. I have a boy at the front and I am satisfied that if he returns he would not wear one.

"I have not been in the habit of giving any stated discount to returned men, but have thrown in some furnishing with the clothing. If there were a general understanding about discounts I would be quite willing to fall in line."

Says R. J. Yonge & Co., London, Ont., regarding discounts for returned men:

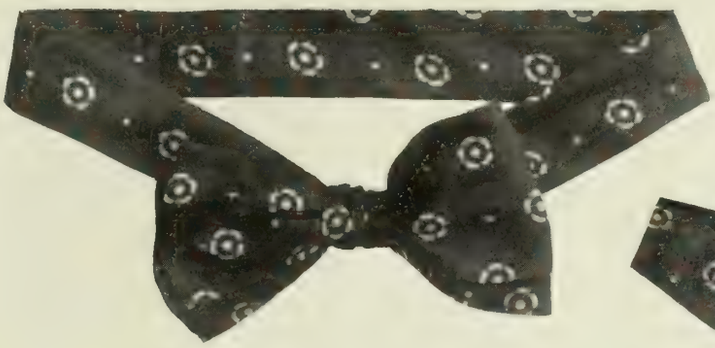
"We can only speak for ourselves. We have given to all returned men a discount of 10 per cent., which apparently has been appreciated."

The losses which would result from this move to supply civilian outfits to the soldiers are, in the opinion of Andrew McFarlane, Brantford, Ont.:

"Loss of loyalty to the Government, loss of sympathy in raising money for patriotic and war bonds. How many men would have volunteered if the Government had proposed to hand out standard clothing, hats and boots to their wives during their absence?"

Speaking of the point raised by the secretary of the Great War Veterans, that some merchants are taking advantage of the returned men, Mr. McFarlane says:

"The Government is to blame. In giving manufacturers the chance of getting such large profits in munitions they have aroused a feeling of jealousy in the minds of merchants of all classes, and some of them take advantage of the want of knowledge of the returned soldiers in regard to existing prices. I don't think



Niagara Novelties

The English Foulards, here illustrated, are just one of our fresh spring ranges,

All made with "Mitchell Slide Easy" Bands.

Niagara Neckwear Company, Limited

Niagara Falls, Canada

CERTAIN RETAILERS ONLY TO HANDLE S.O.S. UNIFORMS

Elsewhere in this issue is outlined the Food Board's proposal re uniforms for the Sons of the Soil. The Food Controller, in his letter to MEN'S WEAR REVIEW, advised that these uniforms were to be sold to the boys through "the regular channels." MEN'S WEAR REVIEW just has word from a high official of the Sons of the Soil movement to this effect:

"We did not take it that it is a feasible feature for the average merchant to handle, and are asking only the larger retail concerns to distribute them."

From our Montreal editor MEN'S WEAR REVIEW has just received these further particulars: That the Montreal Shirt and Overall Co. has received a contract for these S. O. S. uniforms; that these suits are to be made of khaki duck; are to be sold to the retailer at $2.60 and by the retailer to the Sons of the Soil at $3.00. "The retailers to handle this line," our Montreal editor states, "have all been selected by the Government and advised of their selection. Mr. Levine of the Montreal Shirt and Overall Company figures that about 35,000 suits will be required."

UNITED CLOTHING TRADE FIGHT SOLDIERS' OUTFITS

Men's Wear Merchants Banding Together for Self-protection—Protests From Toronto, Hamilton, London, Winnipeg and Ottawa—Determined to Nip Proposition in the Bud

FROM all parts of Canada this organized clothing trade continues to send a storm of protest to Ottawa against the issue of civilian outfits to soldiers. Not in years has any matter so tended to unite the trade in a common cause. Where branches of the Retail Merchants' Association are in existence their officers are in correspondence with E. M. Trowern, the Secretary of the Dominion Board, or W. C. Miller Secretary of the Ontario Provincial Board.

Retailers Uniting

In other sections where branches have not existed in the past, this menace to the rights of the trade is driving all upon a common ground.

Toronto Clothing Men

On March 25, a clothing section of the Retail Merchants' Association was organized in Toronto. The following officers were elected: President, Ed. Mack; 1st vice-president, G. Hawley Walker; 2nd vice-president, R. S. Reid and secretary-treas. R. F. Fitzpatrick.

The first official business of the new organization after election of officers was the discussion of the soldiers' outfitting. A resolution was adopted in which it was agreed to send a letter of protest to Ottawa against the contemplated action and to get all the other retail organizations in Toronto and elsewhere to back them in this.

Hamilton Heard From

Hamilton clothing merchants are also taking concerted action in the matter. A petition is being circulated among the trade protesting against any such action as the issuing of standard civilian outfits to discharged men, particularly as the Great War Veterans themselves are opposed to same.

Word from the West

From the city of Winnipeg comes the following letter addressed to E. M. Trowern, Dominion Secretary of the Retail Merchants' Association at Ottawa:

"Dear Mr. Trowern:

The retail clothing men of Manitoba are strongly opposed to the action of the Department of Militia and Defence issuing civilian clothing to soldiers on discharge. They contend that the soldiers should be at liberty to purchase their requirements where they wish. The average soldier would treat with contempt the class of clothing that would be issued. We are of the opinion that the great body of the merchants handling clothing have been and will be prepared to give such soldiers every consideration both as to price and quality.

"No doubt you will receive similar protests from other provinces. I will be pleased to hear from you outlining what action has been taken,

Yours truly,

J. H. Curle, secretary."

The Toronto branch of the Retail Merchants' Association is also in receipt of the following letter from the secretary of the London branch:

"Gentlemen:

"We have before us a letter from the MEN'S WEAR REVIEW which states that the Dominion Government seriously contemplates the issuing of civilian outfits to returned soldiers and that the matter is now in the hands of the Minister of Militia.

"As this matter is a very serious one to the retail clothing merchants of Canada, we feel that a strong representation should be made to the Minister of Militia, or the proper authorities, against this proposition.

"As it would be manifestly impossible to suit even a portion of the men with the outfits that would be provided it would simply result in a large and uncalled for waste of wool and money.

"It would also be unfair discrimination against a large number of merchants who are paying heavy taxes and subscriptions and whose regular trade has of necessity suffered greater than many other lines.

"The fact seems to be conceded that were this proposition to go through the government would pay a long price for an inferior garment and that the vast majority of the outfits would be junked by the recipients.

"We would be glad to hear your opinion on the matter, urging haste at the same time, for any action that might be taken by this Association."

Rests With Minister of Militia

In response to these demands and others that have come to hand Mr. Trowern, the secretary of the Dominion Board of the Retail Merchants' Association, has been investigating the matter. As a result he finds that the whole question seems to rest entirely with the Department of Militia and Defence

VICTORIA MEN'S WEAR MEN PROTEST TO GOVERNMENT

As we go to press there comes from the Retail Merchants' Association, B.C., a resolution signed by all the men's wear merchants of Victoria protesting against the Government's proposal to supply civilian outfits to returned soldiers.

The resolution will appear in full in the May issue of MEN'S WEAR REVIEW.

Copies of the resolution, as is stated in the document itself, are being sent to:

"The Minister of Militia and Defence at Ottawa; to Dr. Tolmie, M.P., and J. C. McIntosh, M.P., members of the Dominion Parliament from this district; to the various clothing or men's wear organizations throughout Canada; to the Editor of MEN'S WEAR REVIEW, Toronto, Ont., for publication; and also to the Victoria Board of Trade, the Victoria Win the War League, the Victoria Great War Veterans' Association, the Victoria City Council, and all other public bodies, for their consideration and endorsement."

The "Advance"

Another dandy model from the popular Arlington line of Cleanable Linen-Like Collars

The Good Looks of this Collar

are only equalled by its sound practical economy. Men to whom a clean collar a day is a necessity—well-to-do-men—are wearing this Arlington Cleanable Collar which is to all intents and purposes a linen collar that never needs laundering—a collar that, when it does become soiled, can be made clean and presentable in an instant by merely sponging with clean water. There are many other good shapes in the Arlington line—it is varied enough to please every taste. Every model has the stitched edge and the full linen-like finish. Write us about the Arlington proposition. It's a good one.

The Arlington Company *of* Canada, Limited

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We now carry a complete stock at --- Montreal: Read Building and Winnipeg: Travellers Building, Bannatyne Street

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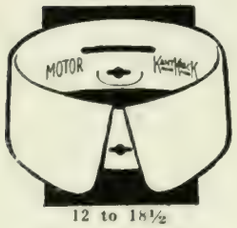
KANTKRACK

Trade Mark Registered

11½ to 21

12 to 19

11½ to 18½



12 to 18½

—the Composition Collar that particular men like to wear

All the popular standard shapes are here, backed by a truly remarkable linen-like finish that will make a big "hit" with every man.

Just now when economy is the talk of the day you would do well to draw your customers' attention to the big saving in laundry bills that the KANTKRACK Collar makes possible.

You will find the KANTKRACK a ready-seller, a profit-maker and a customer-pleaser.

We have recently added a number of new collars to the KANTKRACK family—shapes that are timely and attractive and certain to please.

KANTKRACK styles and sizes are varied enough to suit every customer.

Get stocked now.

Sole Canadian representatives for the Onli-Wa Tie Holder, $3.50 per dozen.

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13 to 17

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The Parsons *and* Parsons Canadian Company

Makers of the famous KANTKRACK *composition collar*

Est in U.S.A. 1879 HAMILTON, CANADA Est. in Canada 1907

When in doubt as to when or where to buy anything

Consult

Men's Wear Review

SPECIAL SERVICE DEPT.

FOR SALE

FOR SALE FOUR LARGE TRAVELLERS' SAMPLE TRUNKS, plain inside. Used only one trip. Good as new. Very cheap. Box 175, Hamilton.

AGENCY WANTED

MANUFACTURERS' AGENTS REPRESENTING THE BEST known brand in their specialty line, and calling upon both men's and women's retail trade, are open for another equally high-grade line of merchandise for Western Ontario. Only an A1 proposition considered. All correspondence treated confidentially. Apply Box D, Men's Wear Review.

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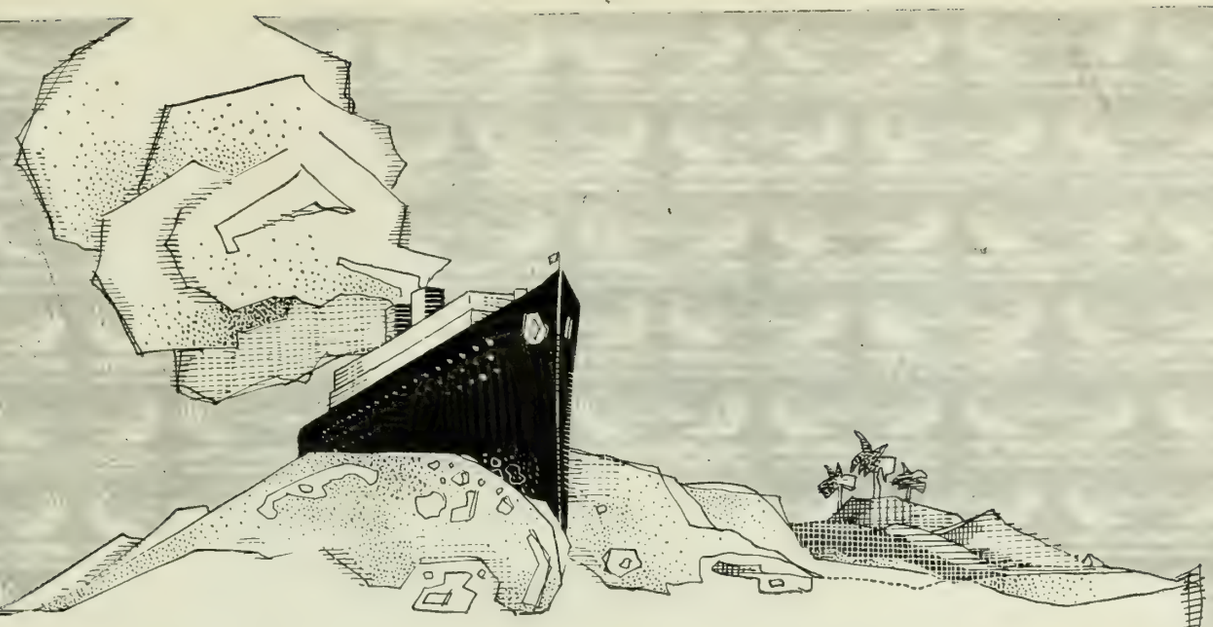

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Chaotic times will not affect the standard goodness of PALM BEACH CLOTH. BANK ON THAT!

"*How much is real—and will it back my long fought-for reputation?*" Conjecture and uncertainty may fill your mind when you select a pattern for your "Worsted" or "Woolen" line—

But PALM BEACH calls forth no doubts. It is a law of purity unto itself. Strong—durable—lasting—its construction today is the same as that which won the Genuine Cloth its place *at the top*, many years ago.

Perhaps these years have shown us how to better it and make it more deserving—but fundamentally, PALM BEACH IS PALM BEACH—uniform, reliable, inimitable.

Be sure you stock the Genuine. The registered trade-marked label sewn in the coat is your safeguard.

THE PALM BEACH MILLS

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A. ROHAUT DEPT. - - - - - SELLING AGENT
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This Label should appear in every suit made of Genuine Palm Beach.

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Palm Beach
REGISTERED U.S. PATENT OFFICE
THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.

FLATO

Wolthausen

Our travellers are now on the road with the new samples. If you have not yet seen our representative you can look for him every time the door opens. We bespeak for him a cordial reception and a careful inspection of the new styles.

The Wolthausen Hat Corporation Ltd.

BROCKVILLE, CANADA

MONTREAL
Mappin & Webb Building

TORONTO
28 Wellington Street West

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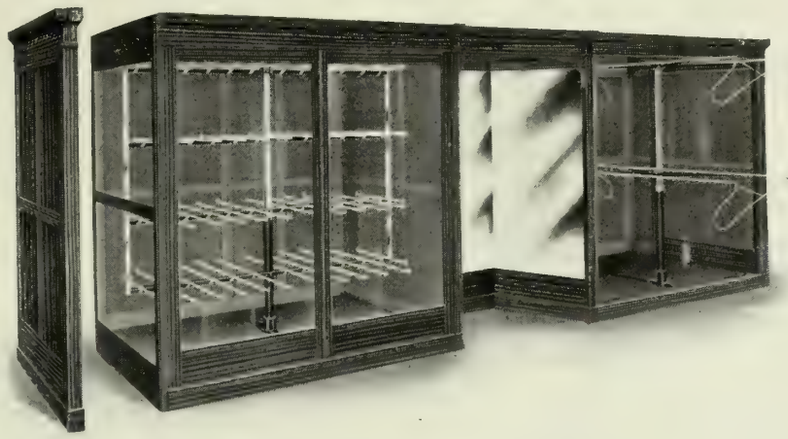

A NEW WAY WARDROBE

A NEW WAY STORY

Once upon a time it was the custom for all good clothiers to carry their stocks in beautiful piles on tables suspiciously like the garden variety of kitchen table and when showing their wares to a customer their salesmen spent valuable time in hunting for sizes, styles and colors, their repair staff wasted time in pressing, and the salesmen again spent minutes and hours in re-piling the stock.

The odd pattern and odd size was always kept on the bottom and eventually was sold at less than cost at the annual sale.

The new way of handling clothing is to store and display it at the same time in New Way Revolving Wardrobes in which two hundred men's suits are kept on hangers in perfect condition, ready for the customer to wear, each size, style and color in plain view of the salesman and customer, all in a floor space of 4 feet by 7 feet.

There are no odd sizes or patterns, no dead stock, no damaged goods.

New Way Wardrobes are also made for men's hats, overcoats, furs, etc., and a complete system of most ingenious sectionable units forms part of the New Way system to take care of every item of men's wear.

Full particulars on request

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Head Office:
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437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

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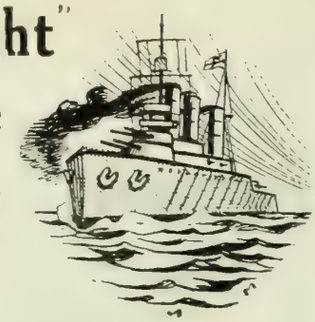
"Dreadnought" The Glove Invincible



Strong and Durable. Note special thumb and finger protectors. All seams reinforced. Made in Horse-Hide and Buckskin.

The very thing for Railway Men, Iron Workers, Etc.

Other cheaper grades. All wonderful values.

Write for Samples and Prices

Montreal Glove & Mitten Works

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CASH FOR OLD HATS

We will buy in all your left-over hats for spot cash.

SOFT HATS
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All Sizes, Colors, Shapes, Materials.
The Sooner the better.

Go through your old stocks and ask for our list of prices on any you want to convert into cash.

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When you want Men's or Boys' Coat or Vest forms see

DALE

Canada's Leading Manufacturer of Display Forms

Everything for the Better Display of Merchandise

DALE WAX FIGURE CO., Limited
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MONTREAL OFFICE
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Here Are the Scarce Goods You've Been Looking for

English Cashmere Socks, black, khaki and white ..... $6.00 to $8.00
Khaki Ribbed Wool Socks.... $5.50 to $10.50 doz.
Heather Ribbed Worsted.. $4.50 to $6.50, $8.00 doz.
Khaki Vests, brushed $30.00
Khaki Sweaters, with collar $40.00
Woolen Gloves ..... $7.50 and $9.00

A Dandy Line of British Goods

We are Canadian agents for: Young & Rochester Shirts, Neckwear, Dressing Gowns, House Coats, etc.; Tress & Co.'s Hats, Caps, Straws, Service Helmets and Military Caps. We stock "Emcodine" and "Glengardeau" Trench Coats and Aquatite Raincoats.

Easy Selling Military Lines

For C.E.F., R.F.C. and U.S. Army Officers and Cadets
We carry complete lines: Haversacks, "Ivy" Puttees, $15.00 doz. Trench Coats, Aviation Helmets, Spurs, Crops and Whips, "Soldier's Friend" and other Polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Slickers, Caps, and Khaki Socks
English Leather Leggings, Sam Brown Belts, $4.50 Badges for all ranks

Wreyford & Company

Wholesale Men's Furnishers and Mfrs.' Agents. Military Outfitters

85 King Street West Toronto, Canada

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Men are the greatest "Window Shoppers"

Because of this—because men see a shirt or tie—then stop to buy. You want such windows as will make possible the effective display of your goods.

EASYSET SYSTEM

Metal Store Front construction will give just what you want.

A postcard will bring catalogue to you without obligation.

Herewith we show the newly constructed front of the new Grafton Co. Store, Hamilton. Col. Grafton wanted the best, and the best only, throughout the entire store, and naturally therefore he chose to have the Easy-Set Metal Store Front.

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Once worn the customer always demands them.

So Comfortable

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So Lasting

Every pair a direct advertisement for another.

Wise merchants insist on having them on every pair of knickers they buy.

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LION BRAND BLOOMERS

embody those essential principles of good appearance and dependable wearing qualities that parents look for and that the little fellows so much appreciate.

You will find Lion Brand Bloomers lively and profitable sellers and sure customer-satisfiers.

Our assortment is complete.

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Be prepared with your stock of

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Prices are Soaring and Merchandise is becoming scarcer.

Business for 1918 will beat previous years.

Let "Preparedness" continue as your trade slogan.

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Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

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Garment Hangers

No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trouser Bar, at

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Orders shipped the day they are received.

The Taylor Mfg. Co.
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Over half a century of continuous manufacturing has taught the Dominion Rubber System how to produce qualities that will "stand up" under any circumstances.

That is as true of Waterproof Clothing as it is of our Rubber Footwear, "Dominion" Tires, Rubber Belting or any of the many products of the Dominion Rubber System.

The *"Dominion Raynster"* line is a distinctive line of raincoats. The garments are fashioned by experts who know how to give the cut, finish and appearance so much appreciated by those who want the best. The styles are selected to meet the particular demands of the Canadian trade. The qualities are dependable and the workmanship is thorough to the smallest detail. As a result, *"Dominion Raynsters"* are now looked upon as the standard by which to judge raincoat qualities and values throughout Canada.

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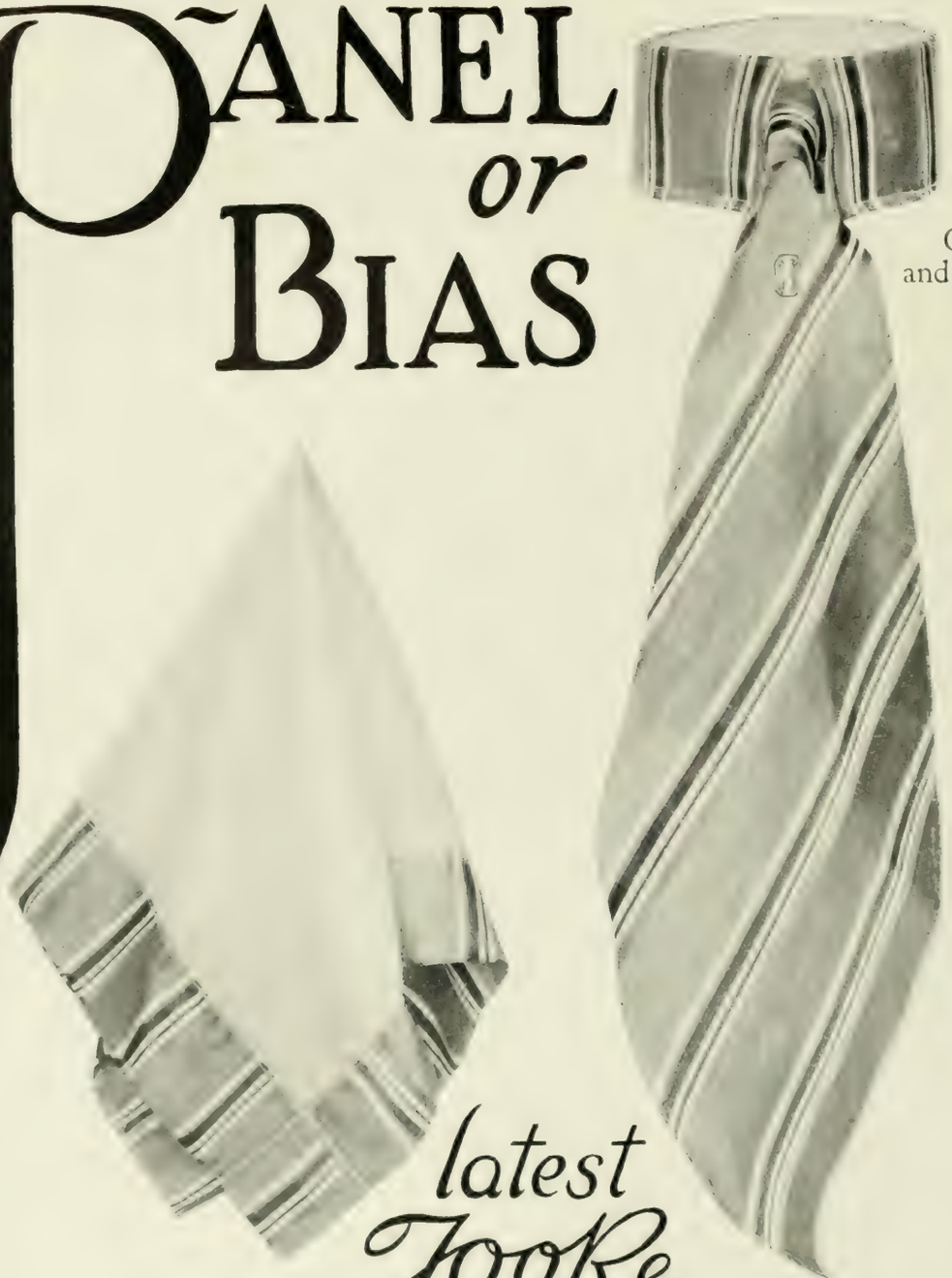
Limited

Head Office: MONTREAL

Service Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Lethbridge, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Vancouver and Victoria.

TIES "All Silk"

PANEL or BIAS



Collars, Ties
and Handkerchiefs
to match

latest TOOKE *novelty*

Ties, $5.50 per doz.
Collars, $4.00 per doz.
Handkerchiefs, $10.50 per doz.

TOOKE BROS. LIMITED

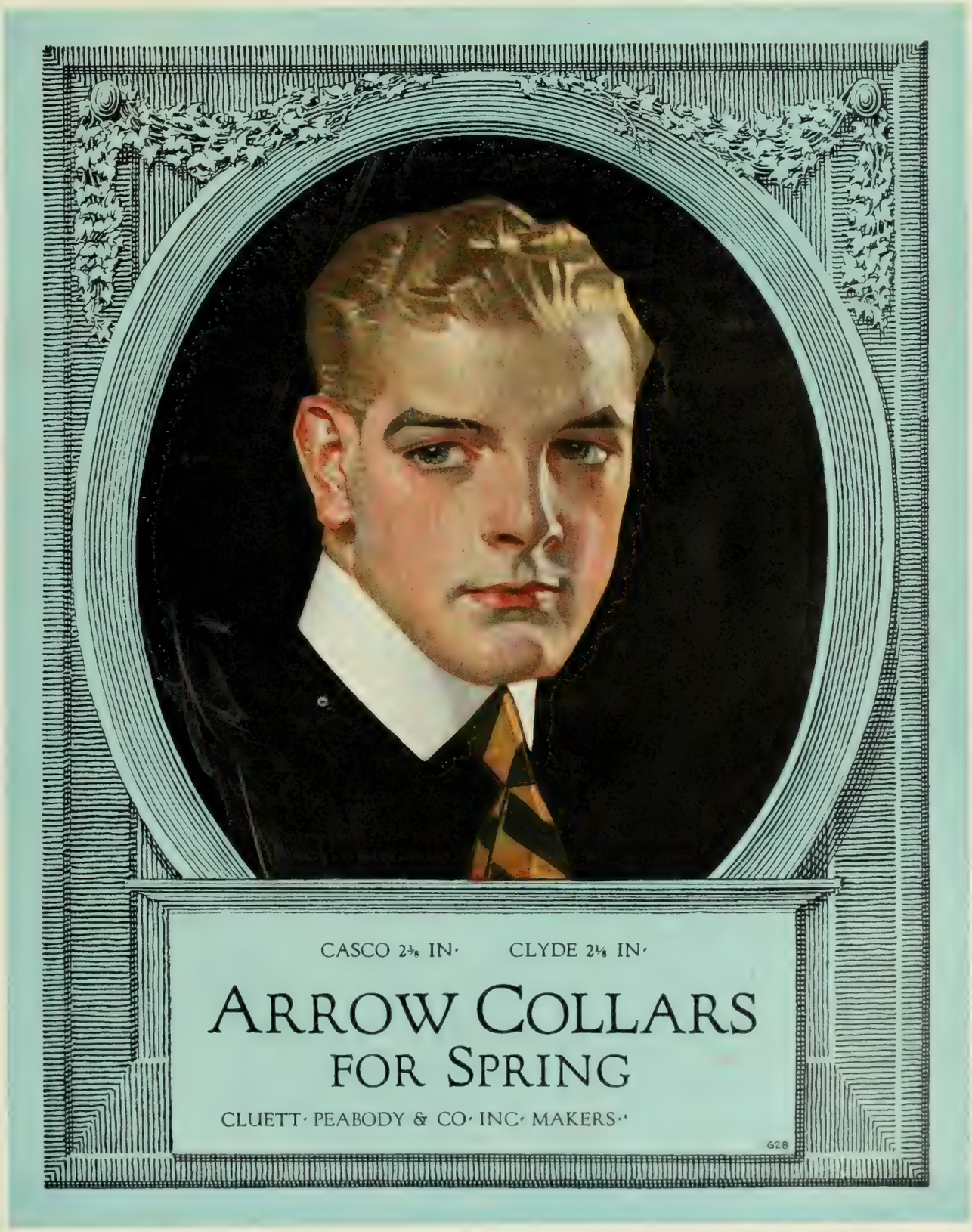
MONTREAL · TORONTO · WINNIPEG · VANCOUVER

THE "SONS OF THE SOIL" MOVEMENT AND ITS MEANING TO MERCHANTS

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII. PUBLICATION OFFICE: TORONTO, MAY, 1918 No. 5



When the "Soldier of the Soil" Returns

The demand for quality Boys' Clothing is certain to increase.

The Boy's love for well-made, stylish clothes is proverbial. Now, after his sojourn on the farm, he will have the wherewithal to satisfy this desire, which means worth-while business for the dealer who is selling the kind of goods he wants.

Proper Clothes

possess every essential of Style, Fit and Value that the most critical youngster can look for.

It will pay you to prepare for the trade of the Soldiers of the Soil. The best way to do so with the greatest assurance of results is to stock the line of real merit—**PROPER CLOTHES.**

Coppley, Noyes & Randall, Limited

Hamilton - Ontario

Semi-ready Tailoring
as it is to-day

We have lost three customers in three years —that is, three customers who conducted out-and-out Semi-ready Stores.

Time was when we had only about 60 customers; was there a schism or desertion of a few, and the news became a loud noise. The Anvil Chorus sang the death song for Semi-ready. That was before everybody jumped on the wagon and followed our trail ruts.

To-day a Deserter is looked upon as a victim of misplaced confidence—and everybody knows he'll regret it as soon as he learns that he has been victimized.

Our policy has been to buy wool and cloth in England and to sell it at a fixed price and profit, and at no time in our history has that profit reached as high as 10 per cent. We sell clothes to every merchant at exactly the same price and throw in our good-will and our strong advertising service.

And Semi-ready advertising costs us less by one-half than it costs other makers to maintain a corps of travellers. For instance, with three travellers carrying our samples we did a volume of business equal to that of a house with 20 travellers.

Here is where we lost out with two of our customers since the war—the third could not stand the strain of one year's hard going after war broke out, and threw up his hands.

The other two:

Month in and month out they were called upon by travellers who used the German method. These men would show them one or two samples, and would quote them away below the market price, knowing they would not buy anyway. On the next trip the same thing would occur, and the traveller would comment upon big profits for Semi-ready and little ones for the customer. In one instance brought to our attention, the traveller showed a sample of blue serge which he quoted at $12.50, and which was equal in cloth value to our serge at $15. "You can easily get $22.50 or even $25 for this suit," was the urge he threw out. And it looked like it. He did not tell his victim that he was selling that same suit to every one of his customers at $16 net.

It was plausible camouflage.

But persistence along this line finally got to the two customers we refer to. They swallowed the bait—hook, line and sinker. To-day they are up against it.

They threw away their good-will value and started out after the big profits.

In all three instances they had immediate successors, and in the three stores which they left, their successors are doing a much larger and more profitable business. Stronger men saw the opening.

Our Special Order Tailoring this season will be the best ever. February business with our customers showed an increase of 110 per cent. as compared with the same month last year. March showed an increase of 44 per cent.

We give the service, and we back it up with prompt delivery and aggressive selling methods.

With a stock of $500,000 worth of imported woollens we offer unlimited choice of patterns.

Semi-ready, Limited

Wholesale Tailors

472 Guy Street, Montreal, Canada

If interested, tear out this page and keep with letters to be answered.

Canadian Panama Hat Company, Ltd.

IMPORTERS, MANUFACTURERS and EXPORTERS
TO THE WHOLESALE TRADE ONLY

A LETTER OF SUGGESTION

Mr. Retail Hatter:—

From the present outlook the Panama Hat looks exceedingly promising as the big seller for the Coming Summer.

We would therefore suggest that you anticipate your entire wants from your jobber, as during a rush season deliveries are hard to get.

We hope this suggestion will be of benefit to you.

Sincerely,

Canadian Panama Hat Company, Ltd.
345-349 Adelaide Street West, Toronto.

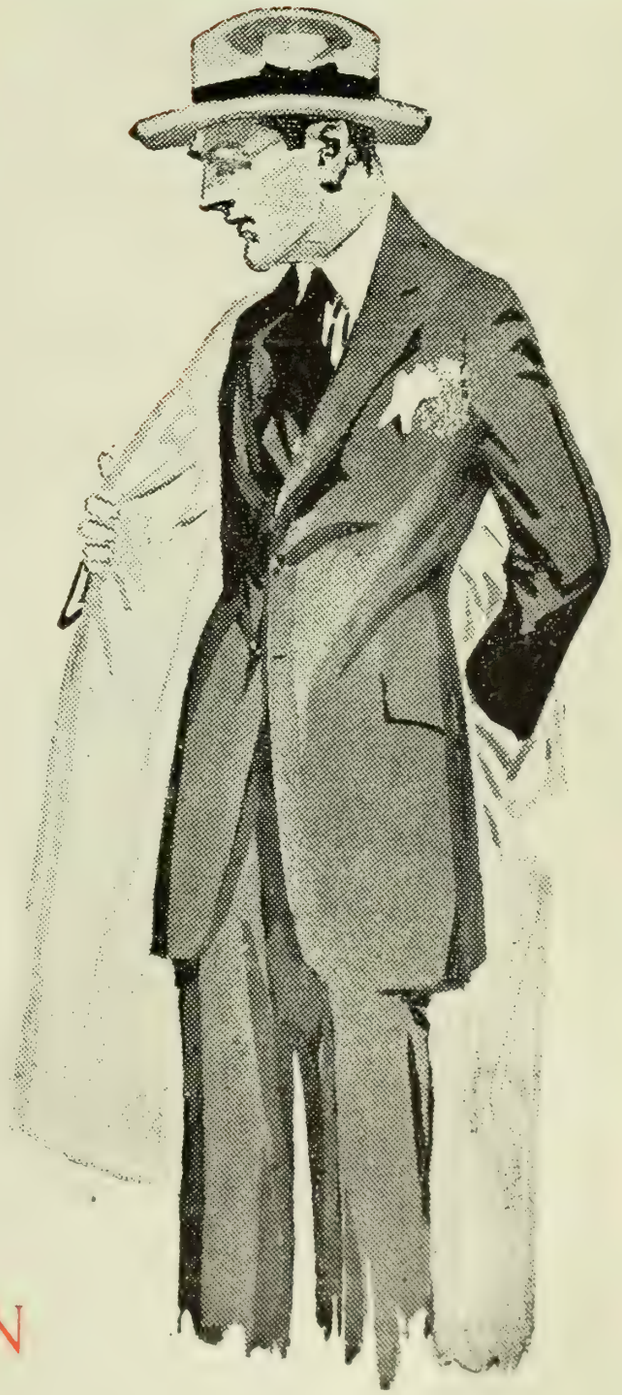
If interested, tear out this page and keep with letters to be answered.

Broadway BRAND CLOTHES

for exacting men

UNUSUAL VALUES MAY, 1918

When you're Showing Broadway Clothes



you are handling a line the merits of which will enhance your reputation for good quality selling besides giving you an ample profit on every individual sale.

The style, quality and all round excellence of Broadway Clothes will be just what you require to secure the business of the best dressed men in your town.

You can also secure your share of the returned soldiers' trade as well as that of the "Soldiers of the Soil" who will be returning from the farm in the Fall.

This latter business will be well worth securing. These young fellows will have money to buy the best — which means Broadway Clothes.

Will you be prepared to cater to this trade?

Arrange now to see our complete "Broadway" showing.

Let the merits of the line convince you.

RANDALL and JOHNSTON
LIMITED
TORONTO

If interested, tear out this page and keep with letters to be answered.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

Sweater Coats *for* Men and Boys

A MONARCH-KNIT Sweater Coat appeals to a man because of its thoroughly masculine style. Our designers have the knack of getting smart style into a design without any effiminate fussiness. And a Monarch-Knit man's sweater coat also has what all men look for,—snug, easy fit and substantial wearing qualities. Yet, the range of styles is very wide—quiet styles, striking styles, and everything in between.

Monarch-Knit Hosiery

"Monarch Knit Hosiery Family"

Solve your sox problem by handling Monarch-Knit—a full range of colors and patterns for the younger element, quiet, staple blacks, whites and greys for more mature men. Monarch-Knit Hosiery is made in *Silk, Mercerized, Cotton* and *Cashmere,* for men, women and children.

Made in Canada

The Monarch Knitting Company, Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc.; also Hand Knitting Yarns suitable for knitting Soldiers' Sox, etc.

Dunnville, Canada

Factories also at St. Thomas, Ont.; St. Catharines, Ont.; Buffalo, N.Y.

If interested, tear out this page and keep with letters to be answered.

Milne's Neckwear News for May

Kabbe and Tokio Crepes

This is the bold Oriental note which is finding such a responsive ear in New York and Atlantic City.

A sure trade winner.

We have wide ranges, each one of truly wonderful colors.

To sell at 75c. and $1.00.

WILLIAM MILNE
50 York Street Toronto

NEW LINES CONTINUALLY ARRIVING.
ALWAYS INSPECT THE MILNE OFFERINGS.

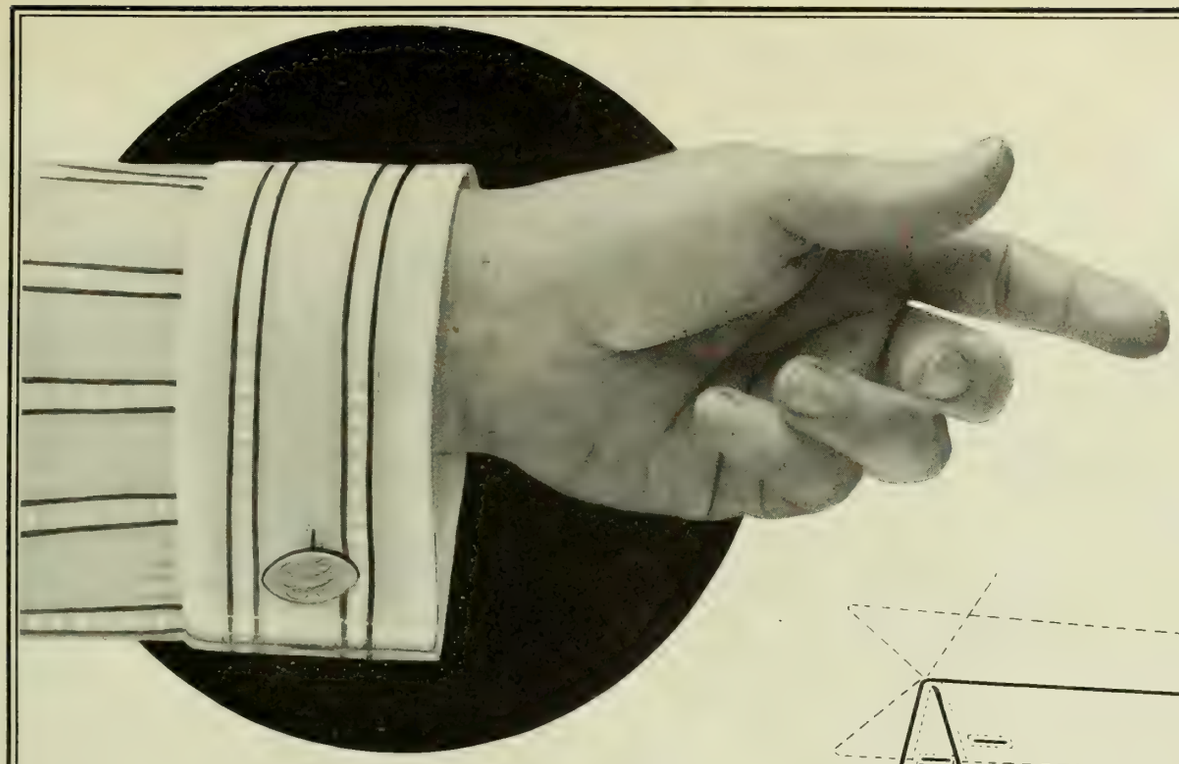
If interested, tear out this page and keep with letters to be answered.

TRADE W.G.R. MARK

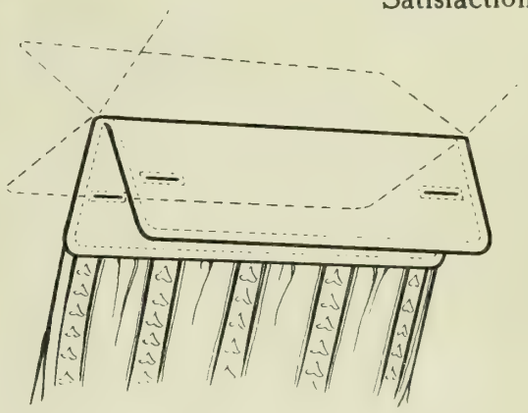
Shirts

BESIDES the Double Wear Reversible Cuff, W., G. & R. Shirts are obtainable with Several Sleeve Lengths to each size of neck band. You can fit any and all customers.

If interested, tear out this page and keep with letters to be answered.



W. G. & R. Double Wear Cuff Gives Double Wear, Double Service, Double Satisfaction



The biggest advance in shirt construction since the coat shirt

Many attempts have been made to make a reversible cuff, but until now none have ever been satisfactory. But this new

TRADE W.G.R. MARK

Double Wear Cuff

(Patent Applied for)

has everything in its favor to make it a winner.

It reverses easily, quickly, perfectly, folding flat without a wrinkle or a bulge.

Everyone knows that the cuffs of a shirt get soiled first, therefore, the W., G. & R. Double Wear Cuff means that the shirt can be worn twice as long before sending it to the laundry, which reduces laundry bills and saves the wear and tear on the shirt caused by strong laundry soaps and washing by machinery.

The above illustration shows how the W. G. & R. Double Wear Cuff reverses.

Simple, Easy, Quick!

The W., G. & R. Double Wear Cuff, added to the other QUALITY features of W., G. & R. Shirts, makes them the leader in style, fit, value and economy. *Double* wear, *double* service and *double* satisfaction are assured all your customers who wear them.

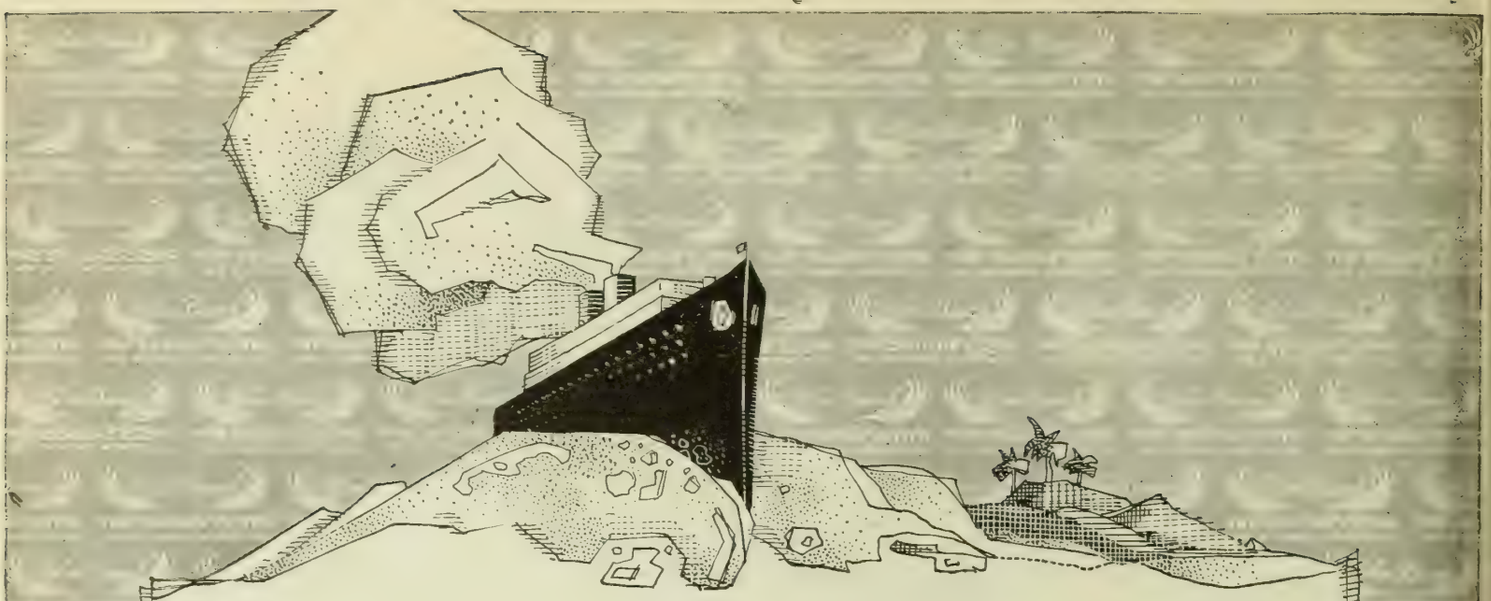
Tell the men of your town about the W., G. & R. Double Wear Cuff and gain more shirt business.

The Williams, Greene & Rome Co., Limited

Kitchener, Canada.

"The excellence of the product has established the brand."

If interested, tear out this page and keep with letters to be answered.



PALM BEACH

ORDER YOUR PALM BEACH DISPLAY PACKET

CUTS — SHOW CARDS — BEAUTIFUL FOLDERS—ENGRAVED METAL PLAQUES.

There's no charge—but the equipment goes out only upon request—the carriage prepaid.

PALM BEACH ADVERTISING throughout the entire United States will start soon.

We think you appreciate Local Newspaper Work most, and we have made provision for more liberal space—and a wider showing.

The National Magazines, too, will be more generously used than ever before.

THE PALM BEACH MILLS

GOODALL WORSTED CO. - - - - - - - SANFORD, ME.
A. ROHAUT DEPT. - SELLING AGENT - 229 4th AVE. - N. Y.

This Label should appear in every suit made of Genuine Palm Beach.

Palm Beach
THE GENUINE CLOTH
MFD BY GOODALL WORSTED CO.

Trademark Registered

This Label should appear in every suit made of Genuine Palm Beach.

FLATO

If interested, tear out this page and keep with letters to be answered.

By selling the Best you best serve your Customer

HE wants—and he is right—the most economical suit and overcoat.

HE realizes that the best is the cheapest — that the Cloth, Trimming and Workmanship in Leishman lines mean long life, make a Leishman suit and overcoat the very best buy.

LEISHMAN Made-to-Measure service enables you to perfectly satisfy the most fastidious, the hard man to fit.

LEISHMAN Ready - to - Wear Suits and Overcoats for Fall are still being shown. We advise covering requirements, and assure you that orders taken will be delivered.

Wm. H. Leishman & Co., Limited

Wholesale Custom Tailors

68 Temperance Street, Toronto

Makers of the best tailored garments for men

If interested, tear out this page and keep with letters to be answered.

SECTION OF OUR OVERALL DEPARTMENT

DEMAND, which has grown with the knowledge of value given in "Railroad Signal" Shirts and Overalls, made necessary the doubling of our production. When the move to larger quarters became necessary we determined that the working conditions in the factory should be of the best—even better, where possible, than they had been.

Conditions under which work is done have a great deal to do with the quality of the product.

So in our large new building are reading, dining and rest rooms—but better still, there are large, airy, comfortable work rooms where contented employees turn out the best product of which they are capable.

The Kitchen Overall & Shirt Company, Limited

Brantford, Ontario

FACTORY: BRANTFORD

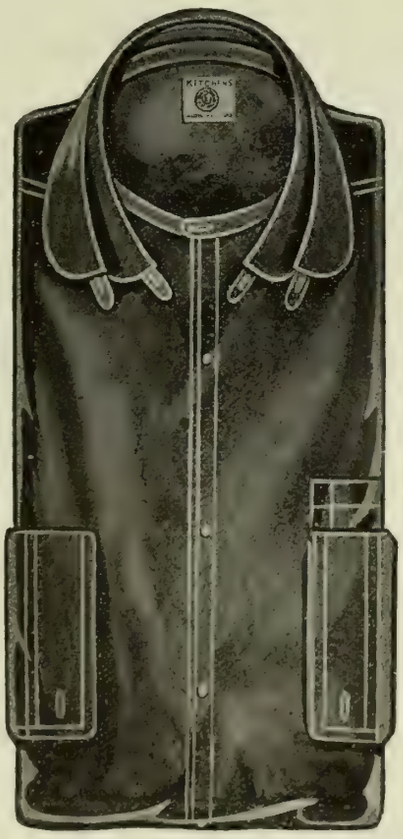
SHOWROOMS AND STOCK ROOMS: 279 COLLEGE ST., TORONTO

If interested, tear out this page and keep with letters to be answered.

Some of the Kitchen Products

WITH the railroadmen, the munition workers, the farmers—all outdoor men—our shirts are favorites. A wide range enables you to select exactly what your trade requires.

So it is with Railroad Signal Overalls and Pants.

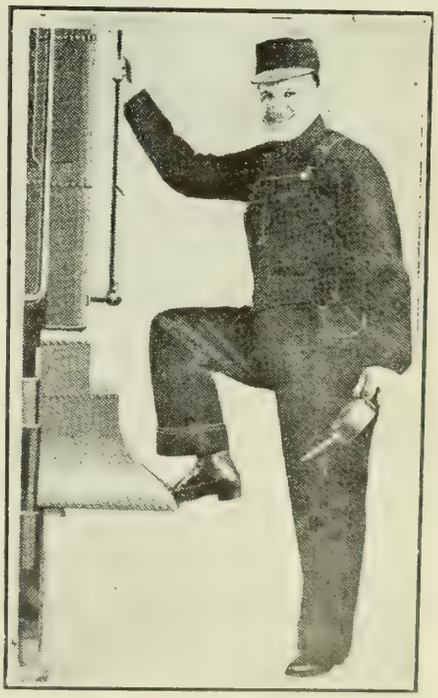


You want the best Value

You get it in this line

AND you get deliveries. We realize your problem there, and are glad to advise we are able to help you.

But we counsel placing orders early.



The Kitchen Overall and Shirt Co., Limited

BRANTFORD, ONTARIO

Factory: Brantford.

Show Rooms and Stock Rooms: Toronto, 279 College St.

If interested, tear out this page and keep with letters to be answered.

HELLO, MEN!

All the way across the continent, eastward and westward, we want to

"WHISPER IN THE EAR OF EVERY MAN"

that

"RACINE" MADE SHIRTS ARE "REAL" SHIRTS

RACINE PRODUCTS

(REGISTERED)

"RACINE" WORKING SHIRTS
"HERO" FINE SHIRTS
"STRAND" (Chemise de Luxe) SHIRTS

HELLO, BOYS!

We aren't content to satisfy all the men for all their needs in shirts. We want the trade of the future men. And boys' shirts of all kinds are incl. d n our immense range.

You can't start too early or too late to wear
"RACINE" MADE SHIRTS

ABSOLUTE SATISFACTION ASSURED

ALPHONSE RACINE, LIMITED

Specialists in Men's Furnishings

60-82 ST. PAUL STREET WEST, MONTREAL

Factories
Beaubien St., Montreal
St. Denis, St. Hyacinthe

Everything in Men's Furnishings

Sample Rooms
Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S.

If interested, tear out this page and keep with letters to be answered.

You'll like them—and like them immensely

And we know your customers will like them also — which is, of course, the all-important point.

They cannot help but like this newest assortment of

Miller-Made Palm Beach and Summer Weight Clothing

If Correct-Style has first appeal with them they get it here. Or if their first consideration be money value they get that too in our flowing measure.

Style—Fit—Finish—Value—everything that goes to make up a really worth-while line of Summer Clothing.

Is there any good reason why you should miss seeing these new Miller values?

Arrange to do so immediately and don't overlook the famous *Miller Walking Breeches*—the most popular Military line on the market. We supply a dandy line of Military goods—just what you need for the new demand.

AHEAD OF ALL
M Co
Miller
TORONTO

The Trade Mark that tells you it's a Miller Garment and therefore a winner.

We have an exceptionally fine range of Tweed Pants—it will pay you well to see our samples. White Duck Pants, Lustre Coats, Duck Clothing, Flannel Pants, Khaki Pants, Boy Scout Uniforms, Work Suits and all specialty clothing. Good deliveries!

The Miller Manufacturing Company, Limited

Makers of the Famous Miller Breeches

44 York Street - - Toronto

If interested, tear out this page and keep with letters to be answered.

THE *Lang* SHIRT

The Reliable Line

SHIRTINGS are certain to go much higher. We have made the closest study of the situation, and for Spring, 1919, foresee a sharper price advance than any perhaps yet coming into effect. Even in view of this, we do not counsel speculating in shirtings, but requirements, we feel, should be covered fully.

OUR stocks are now in good shape, and we can guarantee deliveries of all lines now being shown. The quality of the merchandise offered, we fear, can hardly be expected in the future.

YOU will be getting big business from the boys—The Sons of the Soil and the other young workers. The *Lang* line of Boys' Blouses and Shirts are sure Trade winners. Make sure of a sufficient stock.

The Lang Shirt Co., Limited

Kitchener, Ontario

If interested, tear out this page and keep with letters to be answered.

FASHION-CRAFT

for 1918
Better than ever

Fall and Winter Models now ready for inspection.

MANY PATTERNS AND STYLES SHOWN IN A LARGE RANGE OF RELIABLE CLOTHS.

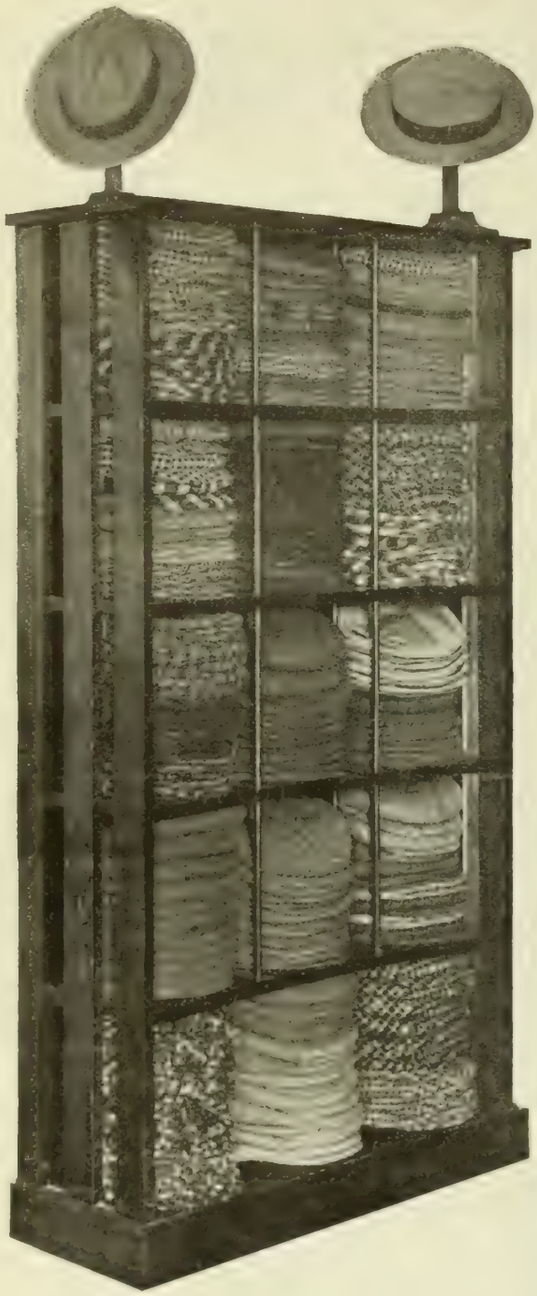
OPENING FOR AGENTS AT POINTS NOT ALREADY REPRESENTED.

IF INTERESTED WRITE.

Fashion-Craft Mfrs. Limited
Montreal, Que.

If interested, tear out this page and keep with letters to be answered.

Taylor-Made

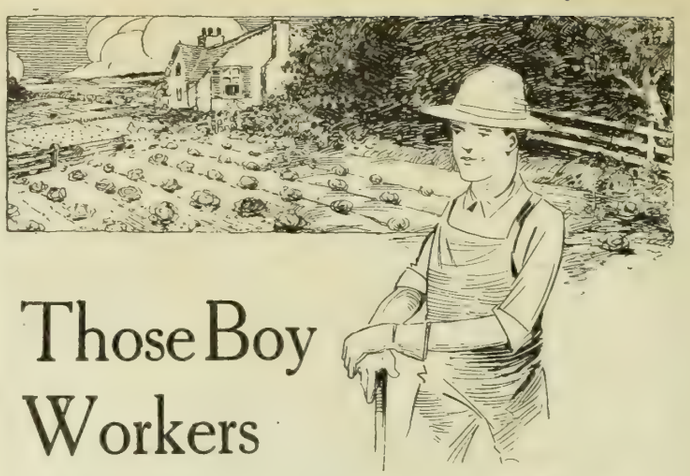


HERE is a handsome case for your caps. You can keep fifteen dozen in perfect order—the sizes all together—no bother about boxes—no confusion—no difficulty to ascertain exact stock on hand.

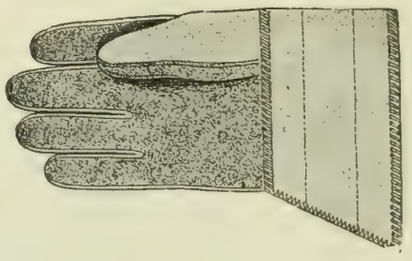
Order one by mail to-day on thirty days' trial. If not satisfactory in every way it can be returned at our expense.

Price, $12.50

The Taylor Mfg. Co.
Hamilton Ontario



Those Boy Workers will need gloves



Think what 25,000 Sons of the Soil will do to your glove stock. Fresh from school these boys' hands will be none too hard. They'll want and need working gloves such as

TAPATCO
REGISTERED TRADE MARK BRAND

Is your stock of TAPATCO what it should be?

Better place good sorting orders with your jobber now. You'll need all you can get before the season is through.

Automobilists, backyard gardeners, thousands upon thousands of Canadians, in fact, will need a good working glove this Summer. TAPATCO will enable your giving entire satisfaction.

TAPATCO Gloves are made in Gauntlet, Knit Wrist and Band Top Styles, in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

The
American Pad and Textile Company
CHATHAM, ONTARIO

If interested, tear out this page and keep with letters to be answered.

Fit-Reform

Followers of Good Clothes, Still Acclaim Fit-Reform Tailored Garments

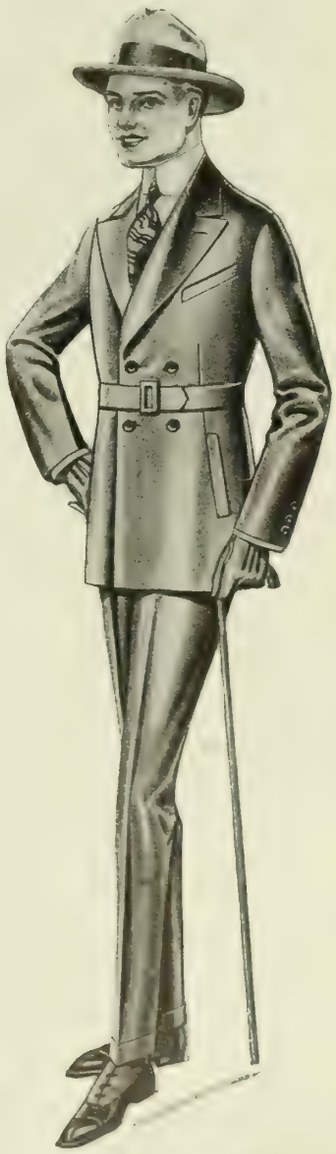
Canadians everywhere recognize tkis label as a certain guarantee of superiority

There never was a time when purchasers demanded more STYLE, more VALUE and more QUALITY than at the present.

The increased cost of garments forces buyers to weigh facts—*lasting styles* and *lasting qualities* are two essential points when making purchases.

These are reasons why the public who have to pay advances for tailored clothes *desire to procure branded garments* that have been tested, and proven their worth.

FIT-REFORM for over quarter of a century has been a recognized leader amongst makers of tailored clothing.



A Spring Model

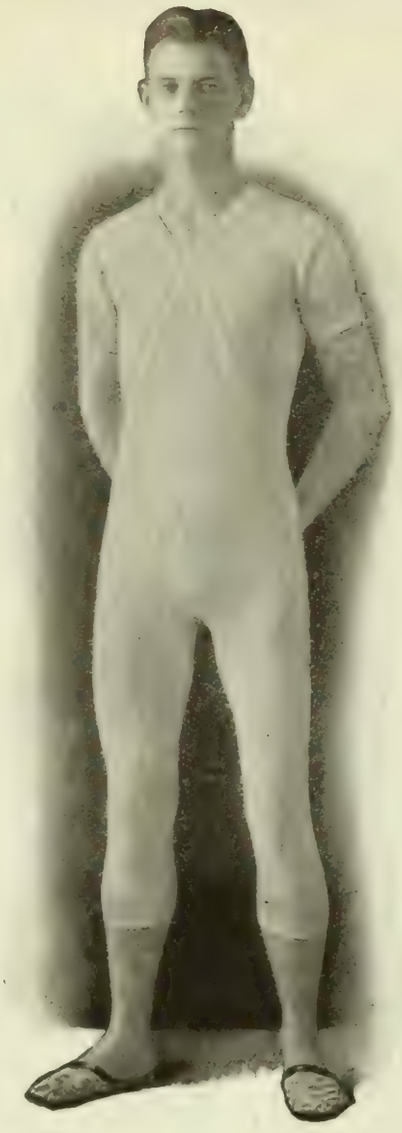
Fit-Reform

E. A. Small Company
LIMITED

112 Beaver Hall Hill, Montreal

We are open to make appointments in towns where we are not now represented

If interested, tear out this page and keep with letters to be answered.



A Real Advance in Underwear Design

HATCH ONE-BUTTON COMBINATIONS

ZIMMERKNIT

TRADE MARK

After the introduction of the Combination, no distinct advance was made in underwear design until the Hatch One-Button Combination suit was placed on the market.

That the Hatch One-Button Combination is not a fad, but is assured of permanent and growing popularity, is demonstrated by the continued demand and repeat sales in the United States.

Canadian dealers may order Hatch One-Button Combinations with every confidence that the sale will be large and the demand steadily increase as the public becomes better acquainted with the merits of the garment.

As to the quality of the material and the excellence of the workmanship there is absolute assurance, as the garments bear the Zimmerknit Trade Mark.

Hatch One-Button Combinations will replace ten button suits just as coat shirts have replaced the old-fashioned designs.

The dealers who are first in the field with Hatch One-Button Combinations will reap a reward in increased sales.

Ask your jobber to show you samples.

Zimmerman Manufacturing Company, Limited

Hamilton, Canada

If interested, tear out this page and keep with letters to be answered.

The HOUSE of HOBBERLIN Limited

Canada's Oldest and Largest
Tailoring Institution
Established 1885

The advantages of having an English resident buyer, even under normal conditions, are very great – in times like these the full benefits of our buying connections are realized.

Production is limited due to scarcity of men and materials, export is curtailed by Government regulations so that Britain is able to offer but a mere fraction of her usual supply of woollens.

Being "Right at Hand" Mr. S. Jagger, Resident English Buyer for the House of Hobberlins, is able to secure for this institution a goodly share of the materials available to supplement the large stocks of woollens secured by us before this scarcity became so acute.

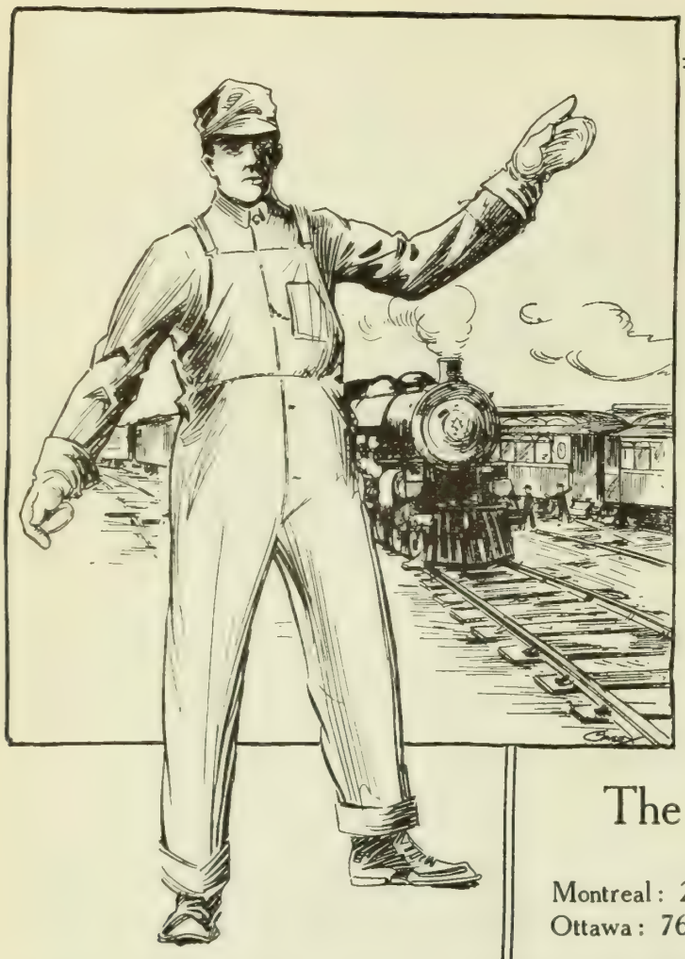
Hobberlin Tailoring Service is being maintained on high standards of quality and ability. Hobberlin dealers are, through unremitting service and satisfaction to their customers, sharing the benefits of our ability to successfully meet war-time conditions.

Full particulars of Hobberlin Agency on Request.

The House of HOBBERLIN Limited

9 - East Richmond St. Toronto, Ont

If interested, tear out this page and keep with letters to be answered.



BUY

STAR BRAND

OVERALLS
KHAKI PANTS
COTTONADE PANTS
BOYS' KNICKERS

BIG WHALE SHIRTS

Sample order prepaid anywhere.

"Prove all things and hold fast to that which is good."

The J. B. Goodhue Co., Limited

ROCK ISLAND, QUE.

Montreal: 211 Drummond Bldg. - - - - Phone, Up. 1129
Ottawa: 76 O'Connor Street - - - - - Phone, Queen 4103

WE ARE READY FOR YOUR

SORTING ORDERS

Union Suits in Balbriggan, Porous, and "Aertex" Cellular.

Black and Khaki Cashmere Half Hose. Fancy Mixture English Half Hose. Black and Red Blazers, etc.

We are Dominion Agents for

Young & Rochester, London, and Londonderry
Manufacturers Shirts, Neckwear, Dressing Gowns, House Coats.

TRESS & CO., London and Luton
Manufacturers High Class Hats, Caps, Velours and Felts, Service Caps, etc.

"Emcodine" and "Glengardeau" Trench Coats,

We carry complete stock of
MILITARY GOODS

For C.E.F., R.A.F., and U.S. Army Officers and Cadets. We carry complete lines: Fox's Puttees, "Ivy" Puttees, $15 doz. Trench Coats, Aviation Helmets, Spurs, Crops and Whips, "Soldier's Friend" and other Polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Sweaters, Caps and Khaki Socks, English Leather Leggings, Sam Brown Belts, $4.50 Badges for all ranks.

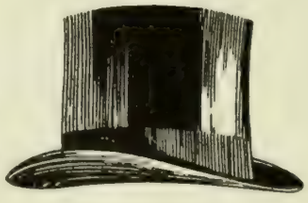
Wreyford & Company

Wholesale Men's Furnishers and Mfrs.' Agents. Military Outfitters

85 King Street West Toronto, Canada

Your next order of

SILK HATS



can be promptly and satisfactorily filled by us. Ours is the largest and best equipped silk hat factory in Canada and our models are the standard of style and quality.

Ask to see these "style setters" before you close your order.

We are specialists in Ladies Silk French Plush Hats.

GEO. PROVENCHER

166B ELIZABETH ST. - MONTREAL

Established 1894

Snappy Values

and

Prompt Service

Whether your requirements be for immediate or Fall or both you will find our values exceptionally attractive.

Our facilities for service giving are unsurpassed. See the range now being shown by our travellers. Or shall we send you samples?

Vineberg Pants Company

MONTREAL

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The Arlington Company of Canada

Limited

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Montreal: Read Bldg., and Winnipeg: Travellers Bldg., Bannantyne St.

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2, INSPECTOR ST
Montreal,

1st May, 1918

Dear Sirs:-

We wish to inform our many customers in the trade that we have decided to discontinue for the present, making Crescent Brand Shirts in Montreal, but as many of our customers will no doubt wish to continue selling Crescent Shirts, we will in future be in a position to offer them made in our Hamilton Plant by Van Allen Co., Limited, under the same management as heretofore, both in Hamilton and Montreal. The name Van Allen alone is sufficient guarantee of the high grade quality and workmanship which have always been a marked feature of Crescent goods and which will be more than maintained in the future.

Travellers for Van Allen Co., Limited, Hamilton, will be showing Samples for Fall after the first week in April, and will be offering to the trade both branded lines of goods. The celebrated "Star" Brand Shirt has always been made in Hamilton by Van Allen Co., Limited, and customers wishing to continue to handle Crescent Shirts or to take up Crescent Shirts may make their selection from a large and varied Range of shirtings carried by Van Allen Co., Limited.

We hope that our many customers will continue to handle "Crescent" Shirts, and will wait until Van Allen's travellers have an opportunity of submitting their line.

We take this opportunity of thanking our numerous friends for their generous patronage in the past, and hope they will extend to our Western concern a fair share of their business in the future.

Yours truly,

CRESCENT MANUFACTURING CO., LIMITED

If interested, tear out this page and keep with letters to be answered.

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8 TORONTO, MAY, 1918 No. 5

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*
A. B. Caswell, *Montreal Representative.* W. R. Macnamara, *Editor.*
C. W. Byers, *Western Representative.*

CHIEF OFFICES.

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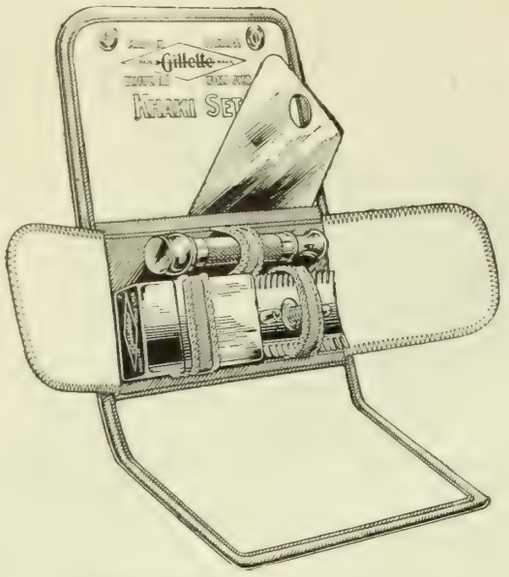
GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 20 cents. Invariably in advance.



Soft Roll Khaki Set No. 19

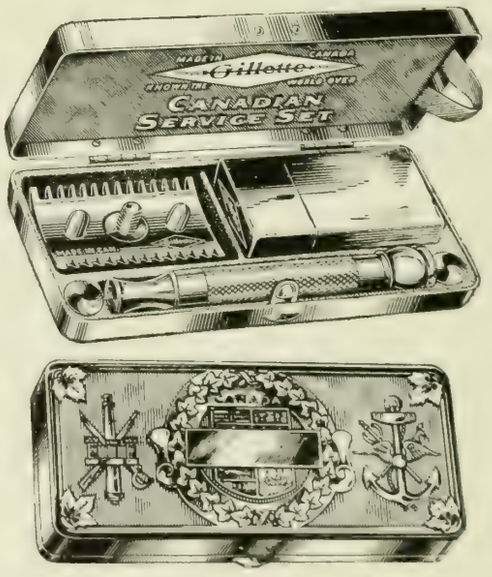
New Gillette Sets

for the Boys in Khaki

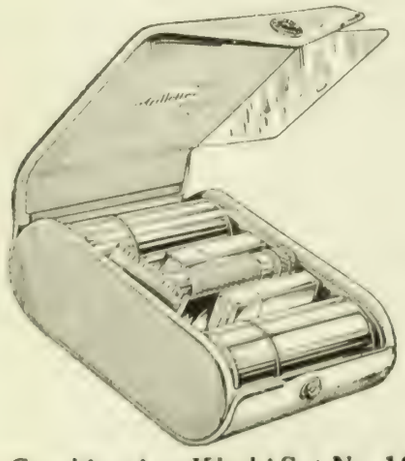
Ever since the beginning of the war the Gillette Safety Razor in civilian dress—has served our Canadian troops with distinction overseas. The Gillette "Standard," "Pocket Edition" and "Combination Sets" have played their parts so well that they have been mentioned in thousands of "dispatches," no less sincere because they are private and personal. They have made such a record that each and every American soldier is being equipped with a Safety Razor.

But some of our fighting men have never yet owned a Gillette—and others have lost the Gillette they had. For them we have designed the new and distinctly Military Sets here illustrated —two Khaki Sets and the handsome "Canadian Service Set."

Each of these Military Gillette Sets has its special advantages and selling points. No. 18 is particularly suited for officers' use. The soft roll principle adopted in No. 19 is a favorite with soldiers everywhere. No. 20 (ready for delivery May 25th) is the last word in sturdy, compact convenience.



Canadian Service Set No. 20



Combination Khaki Set No. 18

These Gillette Sets open up a new selling opportunity for you—and the Store Cards and Booklets we have sent you provide the means of taking advantage of it! Put a Gillette Military Window to work for more business! The Gillette is an essential in the equipment of every soldier.

Gillette Safety Razor Co. of Canada, Limited

Office and Factory---65-73 St. Alexander Street Montreal

If interested, tear out this page and keep with letters to be answered

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VIII. TORONTO, MAY, 1918 NO. 5

MORE MEN WILL BE CALLED FOR MILITARY SERVICE

As every reader of Men's Wear Review knows, still further calls are to be made upon the man power of the country. The Military Service Act has been discarded and more energetic measures will be used to get men into King's khaki. It is evident that the need is great. Tremendous demands will be made upon the resources of all the countries fighting side by side for Democracy. In this titanic conflict Canada must not be a laggard. As one men's wear retailer put it, "There is no argument. The men are needed and they must go. It may hurt business somewhat but after all that is nothing when we consider the crucial position that the Empire is in to-day."

This would seem to represent the spirit of the trade. The men that are needed must be given and if business does suffer it cannot be helped.

WILL BUSINESS SUFFER?

But after all will business suffer to any great extent? It is doubtful if it will. In the first place the immediate intention of the Government is apparently only to place the 100,000 men in the field that it was expected the Military Service Act would have provided. For months the men's wear trade has been resigned to this reduction of their possible customers and nevertheless business has been good all Fall and Winter.

MANY MEN RETURNING

Then, too, there are to be returned from England about 20,000 men who are physically unfit for the trenches. These men are coming back on every ship and will gradually be restored to civil life. Their clothing and furnishing wants are bound to be heavy as many of them have been in khaki for three years or more.

In addition there will be a steady stream of discharged wounded men. Thus, the men taken out of civilian life for service overseas will be replaced to a partial extent at any rate by a steady stream of discharged men.

GOVERNMENT DECISION IMPORTANT

As announced elsewhere in this issue, the Government has abandoned the idea of supplying a civilian outfit to discharged men. In lieu of this a sum of money, reported to be $30, is to be given them to spend where and how they will. In the light of present events this is an announcement of extreme importance. There should be splendid business secured from this source.

ALL BOYS WILL BE WORKING

Then, too, the boys' trade will be even more worthy of vigorous attention. There will be few unemployed boys this Summer. The Soldiers of the Soil movement will gather up practically all boys not already working. These boys will, many of them, earn their first money this Summer. The average wage is expected to be about $20 per month. The average time on the farm is expected to be about three months. It is thus easy to see that these boys will have a good sum to spend on their Fall outfits when school time once more draws near. There are certainly great possibilities for increased business here.

Stores which have been making a special drive for boys' business report splendid results. That many more will soon be earning money is bound to increase the possibilities of this field.

Then there will remain still in the country the larger proportion of the men. Married men, men physically unfit and men past military age will constitute as large an army as ever. Many of these men will be better employed than in the past. The farmer is yearly becoming more prosperous and paying still greater attention to his apparel. It is very doubtful if there will be many of this class called out even from the single men as the agricultural needs are of almost equal importance with the military needs.

ALL MEN MUST WORK

The order-in-council compelling all men under 60 years of age to seek useful employment is not without its due significance.

There are, unfortunately, many men who have been, in the past, content to earn just enough to keep body and soul together or perhaps to sponge upon relatives, children or wives. Of necessity, these men have not been very good customers of the men's wear store. Under Government compulsion citizens of this class are going to have to go to work. Almost against their will they are going to earn more money than ever before in their history. The natural result will be a revival of their self respect. There will be a little stirring deep down in the depths of their somnolent nature from which a desire to "dress up" will emanate. They will suddenly realize that they have the money to satisfy this ambition. Undoubtedly there is room for hopes that there is a field here that will yield quite a harvest for the men's wear trade of Canada.

There are thus many influences at work that will to a very large extent offset the withdrawal of further drafts from civilian life. For the merchant awake enough to grasp the opportunities, 1918 will continue to show splendid returns.

If the needs of the country should continue to demand further sacrifices they will be cheerfully made. From present indications, however, there is little reason to figure that business is going to suffer to any material extent.

There is one thing. It is hoped that measures that are considered necessary be adopted without delay. Such appears to be the new policy. In every way it cannot be too highly commended. When the men's wear trade knows exactly what to expect there will be a cheery determination to overcome any effect that might result. A prolonged period of uncertainty on the other hand such as existed prior to the Military Service Act and its attendant election is more upsetting to business conditions than the actual withdrawal of a quarter of a million men would prove to be.

GOVERNMENT TO RECONSIDER ISSUE OF HAND-ME-DOWNS

Matter Discussed at Ottawa by Clothiers and Merchants — Attempt to Increase Cash Allowance Will be Made—Should Merchants Give Returned Men 10% Discount?

ALL readers of MEN'S WEAR REVIEW know the firm stand that this paper has taken on the matter of Governmental issue of hand-me-down civilian outfits to returned men. It is therefore with considerable satisfaction that it is possible to report in this issue that the matter has been reconsidered by the Government and there is no doubt that the plan for the future will be the issuing of a cash allowance in lieu of the actual garments.

Clothiers Meet Minister

A large delegation from the clothing trades, both retail and manufacturing, headed by E. M. Trowern, Dominion Secretary of the Retail Merchants' Association, waited upon the Minister of Militia and Defence and the matter was thoroughly discussed. Assurance was given that the Department had no desire to take action detrimental to any section of the business of the country.

G. W. V. A. Oppose Project

Undoubtedly the opinions of the returned men themselves as expressed by officials of the Great War Veterans' Association carried a great deal of weight.

The matter of giving a sum of money to each discharged man in lieu of an outfit was gone into and it was admitted that the present allowance was entirely inadequate. While definite assurance was not forthcoming it is certain that an effort will be made to increase the appropriation for this item very considerably. Thirty dollars was the figure that seemed in the general opinion to be about fair.

The men's wear trade feel that a great injustice to all concerned has thus been warded off. The returned men did not desire their khaki replaced by what would be virtually a civilian uniform and there is no doubt that 90 per cent. of suits of this nature would have been discarded almost at once with a consequent loss of cloth, taken from a market already nearing depletion.

Then the clothing manufacturers, the length and breadth of the land, will all get a share of the business emanating from this source. Some favored contractor will not be able to reap a harvest at the expense of the country generally.

Men's Wear Review Commended

The whole question has been exciting great interest throughout the trade and nearly every mail has brought letters commending the stand that MEN'S WEAR REVIEW has taken upon this issue. In the face of the fact that still more men are to be drafted for overseas the matter assumes a still more important aspect.

The re-clothing of discharged men will be one of the few ways that the men's wear merchants will be able to compensate themselves for the loss of young men customers called up for service overseas.

There seems as usual to have been a certain amount of ambiguity in the answer that the delegation of clothiers received from the Minister of Militia, but all went away satisfied that a decision had been reached and that it had been favorable to the men's wear trade.

Giving Discounts to Returned Men

In several of the Retail Merchants' Associations the question of giving 10 per cent. discount to discharged men making their initial civilian purchases has been favored.

There is a good deal of difference of opinion on this matter. Ten per cent. undoubtedly means more than the net profit secured by most clothiers and no one believes that the veterans desire the clothiers to work for nothing. There is, however, a general feeling that every concession possible should be made to this class of customer.

Sell Special Values

It has been suggested that special values, suits bought at figures considerably below prevailing market prices, should be reserved as far as possible for these discharged men.

One thing is certain, there is a feeling throughout the trade that every possible consideration should be given to these men. Any attempts at "profiteering" when supplying them with their outfits should be utterly condemned and the merchant should be willing to share up a portion of his profits with the men who have been risking their lives on the fields of France and Flanders.

To the very few, say 1 per cent. of the men's wear clothiers, who might consider these men fair prey to be exploited to the utmost possible limit, it might be well to say that the one thing that would possibly cause a reopening of the whole question of clothing returned men, would be a series of reports of transactions of this nature. The veterans themselves have confidence in their old clothing store and prefer to buy there. It is their influence that will have much to do with any future Government action. Let there be no reason for complaint and it is a foregone conclusion that "civilian uniforms" will never again be heard of.

S.O.S. MOVEMENT SHOULD BOOM BOYS' BUSINESS

Boys Will be Good Customers Going and Coming—Many Will Earn First Money—The Total Earnings Will Likely be Over Two Millions.

IT is hoped and expected that 35,000 boys between the ages of 13 and 19 years will be enrolled as Soldiers of the Soil, and will spend three months of the Summer assisting the farmers of the country to sow, cultivate and harvest a record crop.

What is this going to mean to you, Mr. Men's Wear Dealer? Does it not suggest to you possibilities of putting dollars and cents into your till?

Boys Not Habitual Earners

Let us look into the matter. The majority of these 35,000 boys will not be recruited from the ones who are already wage-earners. Boys and youths who are steadily employed in towns and cities will hardly desire to leave a permanent position for a three months' one, and will not be expected to do so. In consequence the efforts of the organizers of the movement are being directed towards high school students and the great class of boys who have parents sufficiently well-to-do, so that they have been able to put in the Summer months in idleness.

First Money Earned

For many of these boys the money they will receive for their Summer work will be the first they have ever earned by the "sweat of their own brow," and it is safe to assume that the majority of their parents will permit them to spend this money on themselves.

Summer Outfits Needed

Then, too, there is another aspect—and this had better probably be dealt with first—but few of these boys will have clothing suitable for farm work. It is true they are to be clad in a uniform of khaki duck, which is discussed elsewhere in this issue; but in addition they will need heavier boots and coarser stockings. Then, too, they will develop other wants—bandana handkerchiefs or may-be khaki ones, and gloves to protect blistered hands. In fact, a boy transplanted for the first time from a city high school to the farm will be having little wants crop up all along the road.

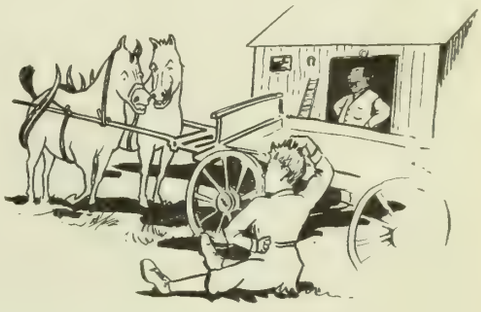
This phase of the question will apply to the merchants more particularly in the country sections where these boys will be stationed. The extra trade that will be thus created from an army of 35,000 boys will not be inconsiderable.

There is another feature. The fact that these boys are earning for themselves will make their mothers feel that they can use the money that would otherwise be spent on their clothing and buy "younger brother" a new suit. This should mean, if the idea is worked upon by the merchant in the right way, an increase in business in the juvenile lines. Some of you will say that this is stretching the imagination, but is it? The money these boys will earn is so much extra coming into the home. It will leave that much extra to be spent on the family wants. Retail business is made up by supplying these family wants, and the more money there is to be spent the better for retail business.

When They Are Through

That which will be of more importance, however, to the large majority of retailers of boys' apparel will be the business that can be secured from them when they come back, browned, healthy and satisfied, with fifty or sixty dollars of hard-earned money and a determination to have a school outfit a little better than they have ever had.

As has been already said, by far the biggest proportions of these boys have not been former wage-earners. "Yes,"



someone will say, "but they have always worn clothes, so what difference will it make?"

Simply this: where mother and dad were buying the clothes the old suit was made to serve its full time and was not set aside until the boy had "brought its grey head with sorrow to the grave."

With a good roll of money, however, that he has earned himself, but few of these boys will not feel entitled to a complete new school outfit, and in the majority of cases they will be allowed to do as they please with what is their own.

The result is almost certainly going to mean an unprecedented demand for boys' clothing in the Fall, and for good clothing, too, at that.

The total volume that this business may reach can be better realized if the earning power of these boys is figured out. It is estimated that there will be at least 35,000 of them take up the work. The minimum wage to be paid is $15 a month and board. Where they are worth more it will be paid, and the organizers of the movement figure that the average will be at least $20. They are to be on the land for at least three months, so the average boy will earn $60 for the season. If this is multiplied by 35,000 it will be seen that the total earnings of this little army should run slightly over two millions of dollars—a nice tidy little sum of money to be scattered throughout the land; and when it is considered that it is being earned by a class of boys that are not habitual wage-earners, and in addition it is remembered that the logical lodging place for the biggest part of this money will be the cash registers of the men's wear stores, it will be admitted that the extra business so derived may not be inconsiderable.

Thus it will be seen that the Sons of the Soil movement is of real business interest to the men's wear merchant. Plans should be made to get that boy's trade that is so sure to come when "the boys come home."

ANY MERCHANT CAN SELL S.O.S. UNIFORMS

This Matter Satisfactorily Cleared Up—The Whole Transaction to be Between Retailer And Manufacturer—While Profit is Small Transaction May be Worth While.

IN last month's issue of MEN'S WEAR REVIEW the matter of the S. O. S. uniforms was discussed. At the time of going to press there were several details in connection with the matter that required clearing up.

In the first place MEN'S WEAR REVIEW felt that it was unfair to the trade in general to appoint only certain merchants in each district as the distributors of these outfits.

While the profit on the individual transaction is negligible it was felt that other business might be secured from getting the boys into the store.

Anyone Can Handle

This matter was discussed with F. G. Stewart of Montreal, who has had the matter in hand and it has been satisfactorily settled. Mr. Stewart writes: "It is understood that any merchant who wishes to order the uniforms from the Montreal Shirt and Overall Co. has every privilege in doing so, so long as their financial standing is such that the above company will make shipment to them; as the entire responsibility in so far as payment is concerned rests with the makers." This matter is therefore settled. Any merchant who does not desire to open an account with the firm in question could of course send cash with order, and thus obviate this difficulty.

This Is Fair to All

MEN'S WEAR REVIEW took the stand that it did on this matter, simply because it was feared that any feeling that discrimination was being shown would be bound to react against the success of the S. O. S. movement as a whole.

Buy from Manufacturer

Still another matter that has been satisfactorily cleared up is the source of the retailer's supply. At the time the last issue of MEN'S WEAR REVIEW went to press it seemed a matter of uncertainty as to whether the uniforms in question would be purchased through the Food Board, through some official of the Soldiers of the Soil movement, or through the manufacturers themselves. The stand was taken that the business should be transacted with the manufacturers so that they could be held responsible for any defects in the garments.

Here again the matter has been satisfactorily cleared up and the retailer as already stated gets his supplies from and and arranges his payments with the manufacturers.

Some Retailers Object

Calling upon several retailers throughout the province, some of whom have received notice that they have been appointed distributors of these uniforms, for their particular territory, a good deal of dissatisfaction was found with the terms laid down. An immediate order was practically demanded by telegram and the time of payment was nett 30 days. The shipment would thus have to be paid for before there would be much opportunity to dispose of any of the garments. There was also considerable dissatisfaction expressed over the smallness of the profit allowed on the transaction. It is known that several of the men's wear merchants have refused to handle the suits on this account. They also feel that it is uncertain how great the demand may be and do not desire to have a stock of these garments left on their hands.

Do Not Make Hasty Decision

This is, of course, a question for each merchant to decide for himself. There are, however, one or two viewpoints that should be considered. First and foremost is the importance of the Soldiers of the Soil movement. The necessity for raising and saving the biggest crop in the history of the country is obvious. In some ways these suits will have to be supplied to the lads. It would appear well to do nothing that would serve to discourage the movement.

Then MEN'S WEAR REVIEW believes that some merchants overlook the possibilities that will arise to sell these boys other wearables beside their uniforms. Most sales have the habit of begetting another. The very fact that the boy and his parents enter a store means an opportunity to get better acquainted. There is, moreover, the time to look forward to when these boys will be coming off the land in the Fall with quite a pocket full of money. Wherever they have bought their S. O. S. uniform would be the logical place for them to go for their Fall outfit if care has been taken to create the right impression on their initial visit.

With regard to having these suits left on hand, from the descriptions given it would appear that a khaki colored shirt and overall would be always salable stock.

There are, of course, two sides to every question and there are some features of handling these uniforms that will not appeal to the business man. If the matter is thoughtfully looked into the advantages may be found to preponderate. At any rate no hasty decision should be taken. Where the cause is a good one much must be overlooked.

NEW BOYS' DEPARTMENT

G. HAWLEY WALKER, Yonge Street, Toronto, is one of the latest men's wear merchants to add a boys' department. A well-known brand of boys' clothing has been secured and the rear end of the store has been given up to the new venture.

The department was opened with a special advertising campaign. A birthday contest for every boy whose birthday falls on a certain date is one of the methods employed to get the lads of Toronto acquainted with the new department.

F. G. McDiarmid, of Carleton Place, Ont., has disposed of his men's wear business to his cousin, Frank McDiarmid.

This illustration gives a better idea than words could do of the space devoted to boys' furnishings and clothing. Note the use of decorative palms and the efforts to keep all stock possible where customers can see same.

BOYS' DEPARTMENT OCCUPIES WHOLE FLAT

Kingston Store Gives Unusual Amount of Space to This Line—All Boys' Belongings Kept Together—Believe Results Justify the Allotment of Space.

CALLING upon the men's wear trade throughout the country, one is impressed with the increased attention that is nearly everywhere being given to the boys' department. The reasons for this are not hard to find. They have been discussed in the columns of MEN'S WEAR REVIEW time and again. It might be worth while to briefly sum them up here. (1) Many more boys are working for themselves and making big wages too. (2) The increased cost of boys' clothing is making a sale from this department one of importance. Thus in two sentences can the situation be crystallized. In addition the men's trade has been cut into, more or less seriously, by enlistment. Men's wear merchants looking out for further fields to conquer saw possibilities in developing the boys' end of the business. Wherever this has been carried out painstakingly the resultant business has been found well worth while.

Whole Flat Used

To Bibby's Limited, Kingston, Ont., belongs, we believe, the distinction of being the first clothiers to devote the whole of the upper flat to the boys' department. Here is kept not only the clothing stocks, but everything a boy wears except his shoes. The illustration at the head of the page will serve to show the way stock is displayed. The furnishing section containing the shirts, collars and so forth cannot be seen in this view of the department, occupying as they do the left hand wall shelving.

Sign at Foot of Stairs

Salesmen are in steady charge of this flat and a large sign at the foot of the stairs directs those entering the main store on a search for boys' clothing to the floor above.

Pleased With Result

Asked as to the success of thus separating the boys' store from the men's, Mr. Bibby assured MEN'S WEAR REVIEW that the result was most satisfactory. "Quite often the mother comes in with the boy and they both seem glad to get away upstairs by themselves to make their selection. Very often "father" comes along too and when he does he quite often hangs around down stairs waiting for the purchase to be completed. It is not uncommon in such a case to sell him something from the men's store or to show him something that will result in a sale at some future date." In similar words to these were the advantages of the department's location pointed out.

Circumstances Justify Space Used

Is not the whole of the upper flat a lot of space to devote to this purpose?" was another question that Mr. Bibby was asked. He agreed that it was, that the possibilities of this branch of the business might not and most probably would not warrant the average merchant adopting the same plan. In their case, however, the space was there. There was plenty of room in the large store downstairs for the men's lines and there was really little that a portion of the upper floor could be utilized for.

In consequence it was decided to give the boys' department the benefit of the whole space and the result has seemed to justify the adoption of the plan.

Other Boys' Departments

MEN'S WEAR REVIEW has noted a number of other stores throughout the country where the boys' department is kept quite distinctly separate from the main store. In the R. H. & J. Dowler store in St. Thomas a square room right at the back is so devoted. Prospective pur-

(Continued on page 32)

NO DEFINITE NEWS OF PROPOSED TAX

Announcement of Nearly Month Ago Not as Yet Followed With Action—The Whole Matter to be Thoroughly Considered Before Decision is Reached—Some of the Difficulties That Would Likely Arise.

IN the daily press of April 1 there appeared an announcement, bearing the earmarks of being semi-official, in which it was stated that the Government was considering an absolute embargo to prevent certain lines of manufactured goods entering this country from the United States.

Clothing Mentioned

Among the lines mentioned that would probably be included, appeared ready-made clothing. This has naturally aroused considerable interest in the trade. The idea back of this contemplated move was the hope of righting the exchange situation which at the present time is so unfavorable as to be putting a tax of about two per cent. on all lines imported from the United States.

Proposed Tax of 10 Per Cent.

It was further announced that a tax of 10 per cent. was being contemplated on all goods manufactured in Canada that are placed upon the prohibited import list. This last is the clause of real interest to the trade.

As far as the amount of United States made clothing that enters into this country is concerned, it could be eliminated without even causing a surface ripple. About one per cent. of the total is the way most manufacturers estimate it. If, however, the other 99 per cent. is to be taxed 10 per cent. to make up for the elimination of the 1 per cent. the matter becomes one of compelling interest.

No Final Decision

Clothing men are inclined to be skeptical as to the possibility of such a movement and the latest information to hand on the matter indicates clearly that no final decision has been reached by the Government.

MEN'S WEAR REVIEW immediately wrote the Minister of Trade and Commerce and the chairman of the War Trade Board for further particulars. The answers received from both these sources clearly indicate that the whole question is still in the embryo stage. Assurance however, was made that MEN'S WEAR REVIEW would receive immediate notification of any legislation along the suggested lines. It was also stated that "representatives of the trade will be asked to confer with us in an endeavor to answer the problem which presents itself in regard to our adverse trade balance and give their co-operation in endeavoring to rectify same." From still further information to hand it is apparent that the whole question has been temporarily shelved, pending the settlement of still more momentous matters.

Some Difficulties

Clothing manufacturers interviewed on this question take the stand that they are willing to fall in line with any move of the Government that is found necessary for the country's welfare. They point out, however, that there are one or two features of this proposed plan that would be rather demoralizing to trade.

In the first place would they, the manufacturers, be expected to put this 10 per cent. charge on clothing for which orders have been already booked? If so, how would they be able to persuade their customers that they were in their right in doing so? Then it is presumed that this 10 per cent. tax would have to be paid in cash while much of the clothing is sold on fairly long terms. The manufacturer therefore would have to wait several months to get back this money. Rightfully speaking there should be a charge put upon this money thus laid out and in consequence the increased price to the retailer should be about 12 per cent. instead of 10 per cent. As the retailer will have to base his figures on a percentage over and above the cost to himself the final result in so far as the consumer is concerned will be about 18 per cent. increased cost of his wearing apparel.

No doubt, though, these are matters that will be thoroughly considered before any final decision is reached.

There is considerable feeling expressed that announcements of this nature should not be given to the press until final decisions have been reached and plans formulated. The result is an often unnecessary upsetting of trade and there is in addition opportunities offered for speculation. For instance it is everywhere stated that sales of automobiles (included in the list) have been enormous ever since the announcement was first given out. In this way some of the matters that this legislation is intended to rectify have up to date only been aggravated thereby.

HARRY'S THERE WITH THE DEFINITION

HARRY PHILLIPS gives the following definition for harnessing up in a new-fangled tie:

"You hold the tie in your left hand," says Harry: "and your collar in the other. Slip your neck in the collar and cross the left-hand end of the tie over the right with the left hand, steadying the right end with the other hand. Then drop both ends, catching the left with the right and the other with the other. Reverse hands and pick up the loose end with the nearest hand. Pull this end through the loop with your unengaged hand and squeeze. You will find the bow tied and all you have to do is to disentangle your hands."

BOYS' DEPARTMENT OCCUPIES WHOLE FLAT

(Continued from page 3)

chasers have to pass through the men's store and Mr. Dowler says that the boys' parents are often sold thereby.

The Anderson Co., St. Thomas, also keep all boys' lines at the back of the men's department. The passageway into the main store serves as a dividing line.

These instances are mentioned here as they serve to show that the boys' department where given a proper chance has proven itself worthy of a place "under the sun." It can no longer be reckoned as a necessary evil that can hardly be discarded, and so must be put up with, but instead as a profitable end of the business. In addition its value, as a foundation stone upon which to build an established trade in the years that lie ahead, cannot be overestimated.

A Modern Furnishing Department

Offsetting the Help Shortage

This is the way Mr. Bibby, of Bibby's Limited, expressed himself when a representative from MEN'S WEAR REVIEW *commented on the modern fixtures recently installed. "A number of our old men have enlisted and it is increasingly difficult to get experienced help. Therefore I felt that the installation of labor-saving fixtures had become almost a necessity."*

The result, as may be seen, is an extremely handsome and well-appointed furnishing department. Bibby's Limited are fortunate in having a roomy, well-lighted store and the fixtures thus show up to their full advantage.

The finish of the woodwork is a very light golden oak, thereby adding to the bright, airy effect of the whole store.

All stock is under glass and yet right before the eyes of even the most inexperienced clerk.

CAN ESTABLISHED BUSINESS DODGE HIGH RENTS

Riley Hern, of Montreal, Says it Can be Done—New Store Recently Opened on Peel St.—Large Saving in Rent Assured—Believes Turnover Will be Maintained,

TO what extent does location regulate the volume of business done, or to put it another way, can a man who has been doing a good business on a certain street expect to take his trade with him if he moves to a cheaper rent section a little way from the old stand? The whole question of rental values is involved in the answer to this. Should a man pay an outrageously high rent in order to locate on the leading business thoroughfare of a town or city or should he locate on a side street convenient to the main artery and spend part of the rent thus saved in aggressive advertising? If he does so can he hold up his turnover?

To the two last questions Riley Hern clothing merchant of Montreal, Que., answers "Yes" and has backed up his belief by taking just such a jump.

Rent a Serious Matter

For a number of years Mr. Hern conducted a large clothing business at the corner of Peel and St. Catherine streets. While the location was apparently ideal, the question of rent was not one to be overlooked, and with this in mind Mr. Hern decided that it would pay him to make a move. He did not wish to get far away from his old stand and so decided on a store on Peel street about half a block from his former corner.

About the end of February the new store was ready for opening and the change was made. Mr. Hern claims that the results have justified his expectations.

Expects to Hold Turnover

"Most of my old customers have been in to see me, many have bought and those that have not will be here when they do want to buy." This was the interesting way in which Mr. Hern outlined his satisfaction with his new venture to a MEN'S WEAR REVIEW seeker after knowledge.

He went on to say: "My rental was costing me $10,400 more on St. Catherine street than I am paying here." This is certainly some consideration. Quite a bit of business could be profitably lost and the proprietor would still have a margin to work upon before a sum such as this could be changed to the wrong side of the profit and loss sheet. Mr. Hern does not believe, however, that it will be necessary for him to lose any business and would not wish to think that the change would mean a loss of any of his old customers even if the net results for himself remained as good or a little better than they were in the old store.

MEN'S WEAR REVIEW asked him this very thing: "Can you hold your old customers, Mr. Hern, and will they come to trade with you in your new stand?" Mr. Hern's reply has been given above. There seems to be no doubt in his mind on this important point. He believes that a large proportion of his old customers are "solid" with him and he also believes that there are possibilities of developing business from other quarters that will more than make up for the transient business he may lose from being a little distance from crowded St. Catherine street. A few doors north of his present store the Windsor Hotel is located. Beyond this a few blocks the Grand Trunk depot houses a large number of office men. There are several other large office buildings whose occupants have to pass Mr. Hern's door in order to reach the car lines and in addition Peel street is one of the main feeders of St. Catherine street.

"I have already had customers and sold them clothes, too, who were unknown to me, and who I believe had never entered my other store," said Mr. Hern. Another field that it is intended to develop is the tourist trade in the summer months. The headquarters for this is the Windsor Hotel. It is believ-

Interior of Riley Hern's new store.

ed that there can be a big business secured in this way in outing clothes, Palm Beach suits and similar lines.

Using "Printers' Ink" Freely

Mr. Hern of course does not intend to take it for granted that his trade will be maintained and sit back with folded arms to wait for it to come to him. He is using freely newspaper space, telling why he has made the change and the advantage of same to both customer and himself. The trend of this advertising is somewhat similar to the well-known argument of the upstairs clothing shops only instead of "Take the elevator and save $10" Mr. Hern's slogan is "Walk a few steps off St. Catherine street and save $5 to $10."

Consideration of this form of advertising of course opens up the whole question of the amount of saving that can be achieved when reckoned on the basis of each individual suit. However, $10,400 is a lot of money, and if turnover can be kept up and this saving effected a portion of same could be profitably handed to the customer.

Electric Sign Used

To catch the eye of the passing crowds on St. Catherine street a large key-shaped electric sign has been erected.

It is evident that Mr. Hern believes in advertising and has no intention to let the people of Montreal forget him even if he has moved away from the main thoroughfare of their city.

The New Store

The new store is considerably smaller than the one formerly occupied and in order to overcome this the most modern space-saving fixtures were installed.

These are of quarter-cut oak, dark fumed finish, giving the subdued effect desired in the modern men's store. Both sides of the store are lined with wall cases and these also extend across the back. These are of the latest improved style with revolving racks, capable of accommodating about 50 suits apiece. Half way down each side there is set in a three-panel mirror.

Down the centre of the store there are in addition three floor cases capable of holding about 40 suits apiece. Altogether there is accommodation for approximately 1,200 suits or overcoats.

At the front of the store the wall is panelled to match the clothing cases and two or three display tables, each containing some unit display, soften down what would otherwise be a rather straight-line effect.

The office is accommodated in the mazzanine gallery over the rear wall cases and thus does not occupy any valuable floor space.

Well Equipped Workroom

Probably one of the best features that MEN'S WEAR REVIEW noticed was the splendidly-equipped workshop and pressing room. This is about 20 feet square and was built on at the rear of the building. A large skylight gives ample light even on dull days. Electric pressing irons have been installed, thereby assuring prompt and effective service. With the facilities afforded them the workroom staff is expected to handle work expeditiously and thoroughly.

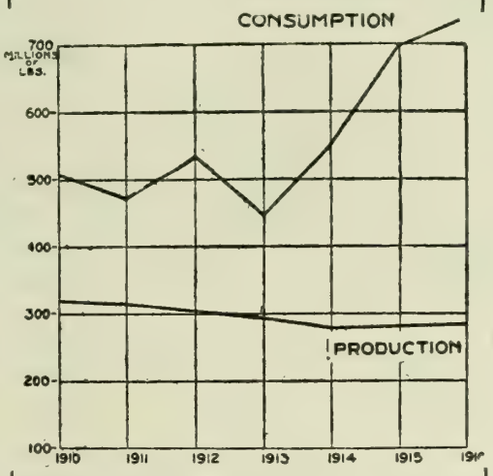
Mr. Hern has made an interesting experiment. The trade will watch with interest the outcome. The result may serve to show that many retailers in the high rent district are paying too much for location.

Sam Diamond, men's furnishings, 39 York street, Ottawa, Ont., has sold out.

WHY WOOL COSTS MORE

THE accompanying diagram shows that the production of wool in the United States is slowly diminishing, while the amount of it used is rapidly growing. It is, therefore, inevitable that clothing should be dearer. The situation is aggravated by the fact that the production of wool is decreasing in most parts of the world, where the large areas that formerly supported flocks of sheep are being ploughed under.

In some of the older states of the Union, much of the pasture land has deteriorated until it has become almost worthless, producing little but weeds. A small flock of sheep will fatten on the weeds, and bluegrass will follow in their footsteps. Even a dozen sheep, properly handled and moved to fresh land every year or two, will be a valuable asset on a farm.



In America and other great sheep countries, says the "Journal of Heredity," the favorite breeds have always been the fine wool breeds, such as the Merino. These were bred primarily for wool, and mutton was a side issue. They could be handled profitably only in large flocks on great tracts of cheap land. Such range land is disappearing all over the world now, and the fine-wool sheep is diminishing in numbers as a result. The future of sheep breeding in the United States seems to lie in the dual purpose breeds, particularly in the Down breeds evolved in England.

HAT AND COAT CHECKING PROFITABLE

THE publicity of a law court in New York city recently revealed the fact that there is a fortune in checking hats and coats if the proper locality has been selected. Two brothers who started in the checking business a little over ten years ago have made a profit of $250,000 from the frequenters of popular restaurants and cabarets. The information came out in action for dissolution of partnership, one of the brothers claiming that the other is making some unwise investments.

AMERICANS IN RUSSIA ASK FOR HELP

HERE is a hint to publishers of Canadian trade and technical papers and business men generally.

In the vicinity of Moscow and Petrograd are several hundred American business men who are valiantly striving to impress the Russians with the size and importance of American industry. They need, so the American Ambassador reports, copies of good trade and technical papers. If agreeable, you are asked to mail two representative copies of your paper to Miss E. T. Weeks, Reference Division, Committee on Public Information, 6 Jackson Pl., Washington, D.C.

These papers will be forwarded in State Department pouches to Moscow and Petrograd. The Russians are literally hungry for this kind of information and the Committee on Public Information tells me that our papers will have an important political effect as well as help pave the way for American trade relations.

EMPLOYING GIRLS IN MEN'S WEAR STORE

(Continued from page 39.)

there is the custom shirt department. Here a large range of skirt lengths is temptingly displayed. Each length has the price marked upon it in plain figures. In drawers underneath model shirts are kept to help the customer decide on desired style. While in the King Edward store higher-priced lines only have been kept, mostly lines of the Ely Co.'s own manufacture, the Yonge street store will broaden its field somewhat and will handle merchandise of a more extensive range so that the trade of the average man may be met.

"There will, however, be nothing handled that will not be sufficiently worthy of the store and no goods so cheap as to be in the rubbish class will be tolerated," said Mr. Ely.

Particular attention will be paid to the lines that the Ely Co. manufacture themselves, namely, ties, shirts, soft collars and pyjamas.

MEN'S WEAR REVIEW was interested in the help question and harked back to that again. Upon enquiry it was found that each salesgirl had charge of a section, one of the shirts, one of the ties, one of the stocks and so forth. The call system was to apply. Thus the girl in the shirts took second customer in the ties and so forth.

The staff will have in addition two men, the manager and his assistant. The latter will have charge of the underwear and collars.

All salesgirls are required to dress in a uniform manner, this consisting of a navy serge dress with white collar.

NO PROSPECT FOR INCREASED WINDOW LIGHTING

Deputation of Retail Merchants Meet Power Magnates—All Impressed With Seriousness of the Situation—Interior Lighting May Also be Reduced — Saturday Evening Lights Still Permitted.

IT is apparent that retail merchants in Central and Western Ontario will have to resign themselves for the present to doing without further window lighting. The whole question has been under consideration by the Retail Merchants' Association and a meeting was arranged between a large deputation of retailers on the one side and Sir Henry Drayton, Sir Adam Beck and R. C. Harris on the other.

Willing to Reduce Total Light

The suggestion was made that retailers would agree to reduce their total lighting one-third if they were allowed to dispose of the remaining two-thirds as they pleased, in windows or elsewhere.

They were given a courteous hearing by the Power Controller and his confreres, but were told that there was no possibility of considering such a change for the better. While it was admitted that the submitted proposal was a fair one, it was stated that more than likely restrictions in interior lighting would also be insisted upon in the near future.

Situation a Serious One

The whole power question was gone into most thoroughly by Sir Adam Beck for the benefit of the delegation. MEN'S WEAR REVIEW was informed by some of those present that all were impressed with the seriousness of the situation.

Sir Adam pointed out that munition plants in some sections were suffering and that in London alone 1,400 homes were without electric light and were forced to resort to coal oil or candles.

The natural gas communities such as Chatham and Windsor were reporting a shortage in this commodity and requests were being made for more electric power to offset this shortage.

After stating their case and hearing Sir Adam's report the delegation went away, leaving their request in the hands of the Power Controller, who promised on his part to rescind the order just as soon as conditions warranted such action.

No Gas Lighting Either

Those retailers who installed gas lighting for their windows found that they had not saved the situation for themselves as a follow-up edict on or about April 1 prohibited the use of any form of window lighting, Saturday nights only excepted.

Attempts at Evasion

There have been several interesting legal points brought out by the attempts at evasion. Two merchants on Queen Street, Toronto, adopted the novel method of using reflectors to throw light into the windows from the interior. They were ordered to discontinue this practice under threat of penalty.

Even the Robert Simpson Co. did not escape, as they were haled to the Police Court the other day to answer a charge of illegally lighting their windows. In this case one of the janitors had accidentally turned the wrong switch.

The general feeling throughout the trade may be summed up as follows: If the need is great, and there seems no reason for believing that it is not, then business considerations will temporarily have to be put aside. In addition merchants should endeavor to cut down all unnecessary use of interior lighting. Undoubtedly business will suffer to some extent, but after all Saturdays are the big window-shopping nights and light is still allowed for Saturdays.

There has been some suggestion that the closing off of window lights for the other nights of the week might result in the men's wear trade of the larger cities getting together upon an earlier closing movement. This would seem an opportune time to broach the matter.

That business is bound to suffer to some extent was brought out by N. L. Birrel of Bloor Street, Toronto, in a talk with a representative of MEN'S WEAR REVIEW.

Mr. Birrel stated that shortly after the lighting regulations came into effect some time in the early part of February he had decided to clean up the odds and ends of his neckwear stock and dressed an attractive window of these, pricing them 49c. The window was dressed on Monday, and on Monday, Tuesday and Wednesday there were no lights on the window. During those three days comparatively little interest was paid to these ties and only about 6 or 7 were sold each day.

By Thursday, however, Mr. Birrel had installed gas lighting for his windows and that evening he sold 18 or three times as many as any other day of the week. The next day was equally good and Saturday evening cleaned up the lot.

Of course since then the gas has also been interdicted. It is thus useless to say that it is a matter of slight importance and it is regrettable that some other method of power-saving was not found feasible.

One thing, however, should not be overlooked. Daylight saving will mean daylight evenings throughout nearly all the Summer months. Before the long Winter evenings again come around some plan to relieve the situation may have been found.

INSTALLED TELEPHONE BOOTH

Windsor Store Finds This Convenience Appreciated by Their Customers—Anything That Brings Men Inside the Door is Bound to Beneficial.

IT seems a little thing perhaps, but after all business success is built on the little things. The reference is to a little innovation that R. & J. Dowler have introduced in their Windsor store. This is neither more nor less than a private telephone booth installed near the front door. Young men are urged to use this whenever they desire, whether it be to make dates with their best girls, quarrel with their wives or merely a friendly josh with some other fellow's wife.

"Well, any of my customers can always use my 'phone if they wish to," I hear the reader say. Sure, they can, and everyone in the store, including yourself, the cashier and the errand boy will take all the conversation in and one or other will pass it on to the poor victim's wife.

The advantage of the Dowler idea is the sound-proof cabinet. This is built into the fixtures and occupies a space in the angle of the basement stairs that would otherwise be useless. The men have many of them learned to appreciate the privacy and convenience of this arrangement.

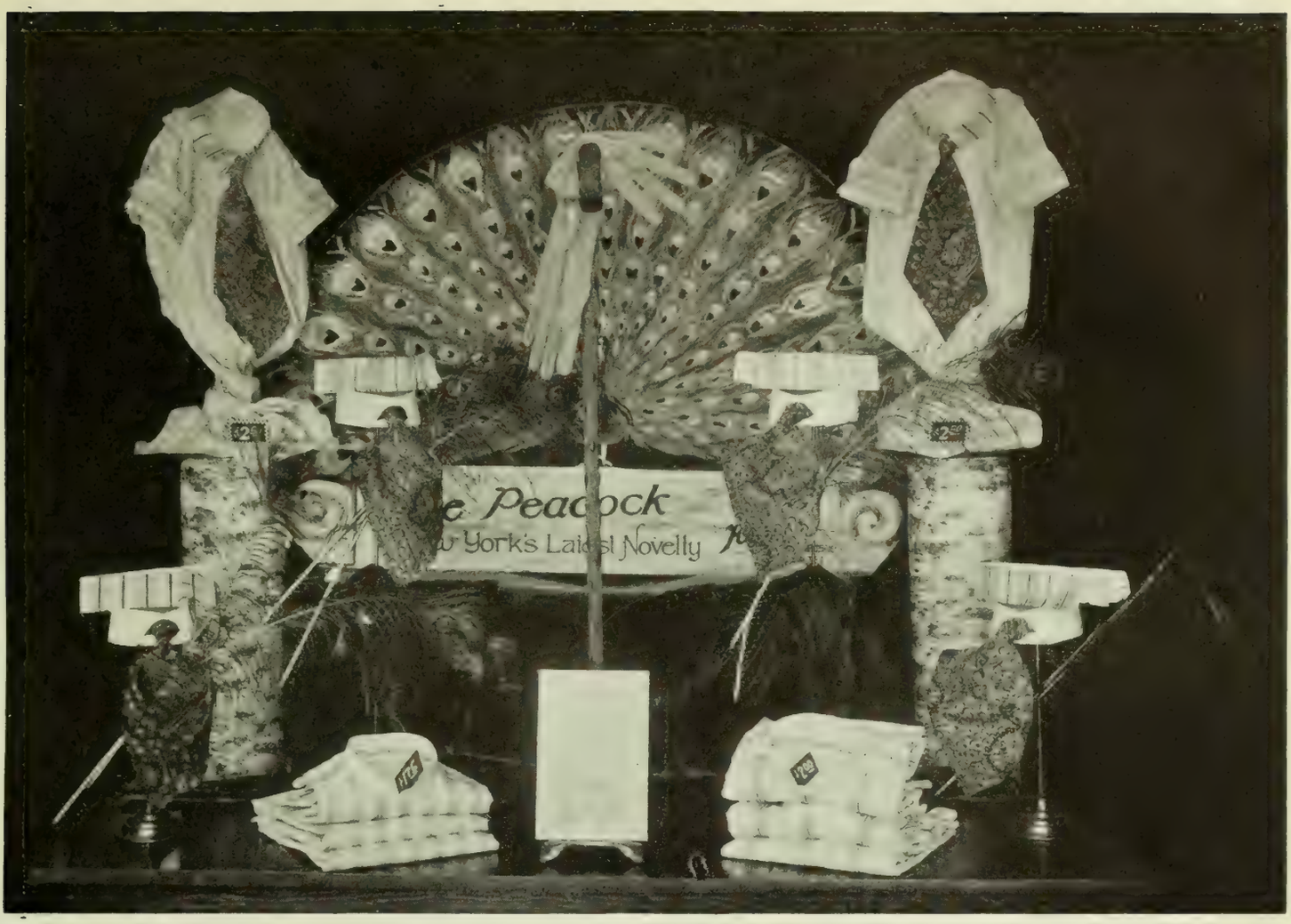
It is not necessary to make further comment. Get a man in your store on an errand such as this and it is a foregone conclusion that you will take some of his money at least every other trip, and it won't be necessary to sand-bag him in order to get it either.

If his best girl has just answered him very sweetly and told him she would be "at home" tonight he is sure to want at least three new neckties and the chances are his head has swelled so much he will also need a new hat.

STARCHLESS WEEKS

MEATLESS days and lightless nights, breadless lunches and sugarless tea and now the suggestion is made that there be starchless weeks. It is claimed considerable corn and potatoes now used in starch production could be saved for food purposes if the Food Controller were to put a ban on starched collars, shirts and petticoats. It is urged that the "soft collar and shirt habit" would hurt nobody until the end of the war. Restrictions might be withdrawn on Sunday.

At the present time this proposal is not taken very seriously but stranger things have happened.



This Window Sold Ties

While not an exclusive tie window the feature was the particular style of neckwear known as the Peacock. The large cut at the back was supplied by the neckwear manufacturers and the feathers were secured from a friend. The result was a window that caused considerable comment and sold ties. The photograph, as usual, does not give the effect that was gained by the brightly-colored feathers. With the window lights going the effect was particularly good as the "eyes" on the feathers seemed to fairly glow. It was noticed that passers-by observed this window even from across the street and many crossed over to have a closer look at it.

This window was trimmed by Norman L. Birrel, Bloor Street West, Toronto.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN.

VOL. 8. MAY, 1918 No. 5

EDITORIAL BRIEFS

HOW much has location to do with volume of turnover, or in other words, *When is a high rent too high?*

TWO or three more weeks should see real summer weather. How about planning that straw hat window now?

A YONGE Street men's wear store employing girls as salesladies is certainly a radical step. The trade will be interested in its success.

AN IMPORTANT DECISION

THE men's wear trade is to be congratulated upon the decision of the Government to reconsider their proposed scheme for issuing civilian outfits to discharged soldiers. When it is apparent that many more men are to be called to the colors it becomes still more important that retailers should not be deprived of their rightful business.

It is to be sincerely hoped that the matter is finally settled and that it will never be re-opened. As the Great War Veterans have shown themselves to be behind the retail trade in opposition to such a measure, it is most improbable that it will ever again become a serious issue.

CULTIVATING THE BOYS' TRADE

THERE is every reason to believe that the boys' trade will be of still greater importance throughout the coming year. Everywhere clothing merchants have been found who have thoroughly realized this and have taken active measures to get their full share.

The story is told of one merchant who has allotted his whole second flat to the boys; still another is giving up newly acquired space, and a large Toronto clothing store that has always confined itself to men's lines, has recently added a boys' clothing stock.

These are all signs of the times. They are indications that these merchants are not going to allow the withdrawal of a hundred thousand men for military service to interfere with the volume of their turnover.

And the opportunity is certainly unprecedented. How indeed of the boys of the country will not be earning wages this coming summer. The Sons of the Soil movement will pretty well mop up those not already employed. This means these boys will have money and the logical place to spend a large share of it will be the clothing store.

TAX ON ALL CLOTHING?

AT the time of going to press there would appear little reason to expect that the 10 per cent. tax on clothing announced in the daily press of April 1 will ever materialize. At any rate the matter has been temporarily dropped owing to other more momentous matters occupying the Government stage.

While all are agreed that the exchange situation is one of considerable difficulty and some measure of righting same would appear to be necessary why clothing should be the one of the lines even considered seems hard to understand, as manufacturers believe less than one per cent. of the country's consumption is imported from the United States.

It seems unfortunate that announcements of this nature, bearing a semi-official character should be given to the press until such time as a decision has been finally reached.

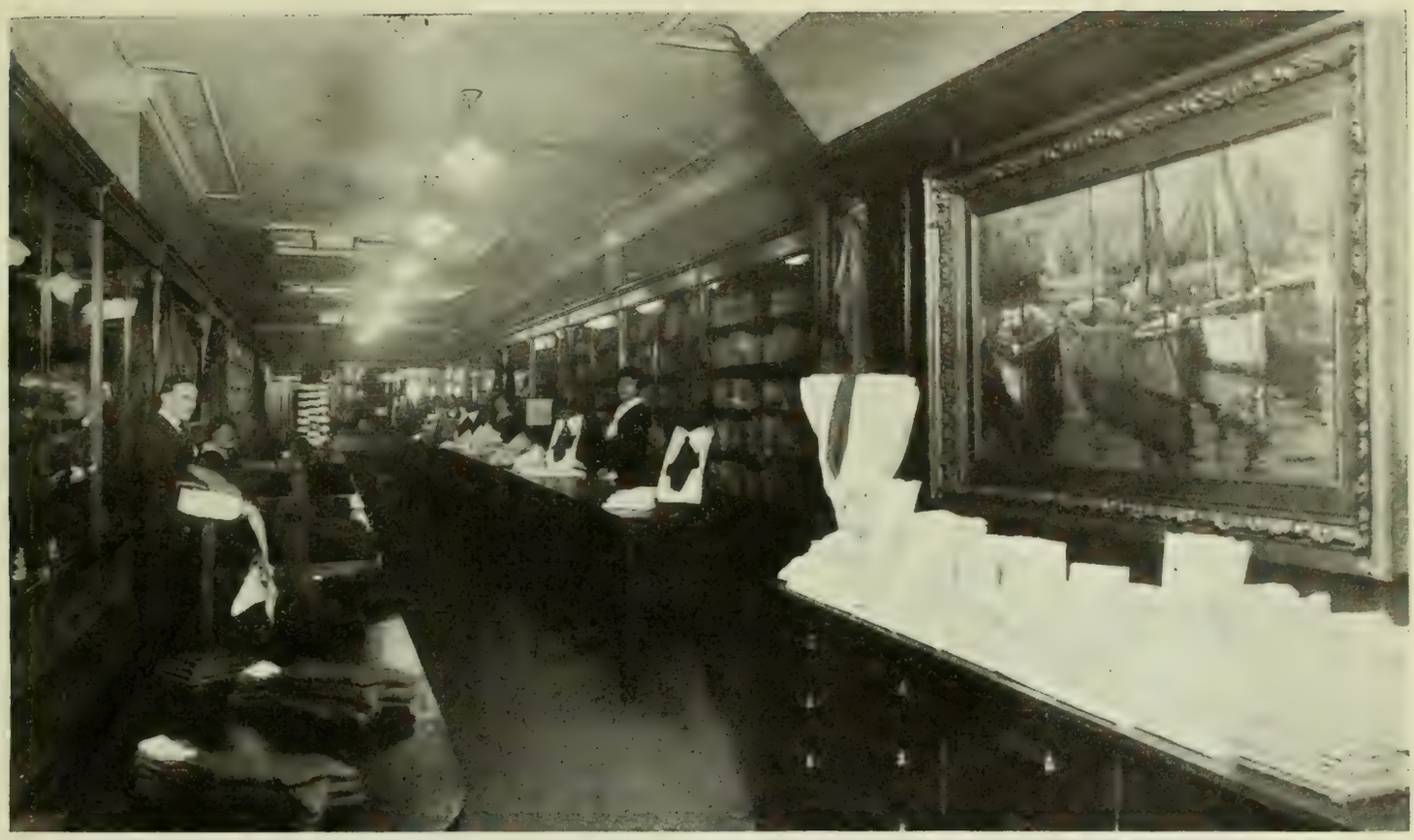
KEEP YOUR WINDOWS PULLING

THE owner of a large chain of stores recently remarked that he would rather have a manager who would keep his windows always pulling trade than one who could make an exceptional effort every once in a while and make a really artistic display. The bigger the store the more the emphasis is laid on the value of window display. It has been proved time and again to be the big selling force of the store. Yet some merchants neglect their windows entirely, or spend only a few moments in filling them full of an uninviting list of goods. No merchant can afford to save time on his windows; to do so is to lose money.

COLLARS HIGHER PRICED

CANADIAN collar manufacturers are to be commended upon their evident intention to consider the retailer and the retailer's right to a fair profit when making the change in price that became effective on March 15.

With cost of raw materials continually advancing, with labor costs also steadily climbing, no one disputes the right of the manufacturer to adjust his prices so as to allow himself a reasonable return on capital invested. The retailer is, however, also fighting increased costs. He has to pay his clerks more money; his heating is costing him more; he is expected and is desirous to do his share towards Patriotic Fund and Red Cross work; his own living expenses are considerably higher and it is manifestly unfair that any advance in price on lines that are retailed at standard figures should be made without considering the retailer and the opportunity that he will have to pass the increased price on to his customers.



The interior of the new Ely store on Yonge St., Toronto. Note custom shirt department near entrance.

EMPLOYING SALES GIRLS IN MEN'S WEAR STORE?

Interesting Experiment Made by the Ely Co., Toronto.—New Store Has Some Noteworthy Features—All Stock Can be Seen in Glass Cases—Special Attention to Custom Shirt Department.

AN exclusive men's wear store on Yonge street with young women behind the counter! Four years ago such a thing would have seemed beyond the realms of possibility. But the war came and women and girls are filling many other jobs that used to be considered in the exclusive domain of man. Why not therefore include selling men's wear?

Thus reasons E. F. Ely, the Toronto men's wear merchant who has conducted retail stores in the King Edward Hotel, Toronto, and in Ottawa for a number of years.

New Yonge Street Store

The new idea is being introduced in his third store which was opened for business in the Easter week at 112 Yonge street, Toronto.

"How do you think using salesgirls is going to prove out?" Mr. Ely was asked. "First class," was the reply. "We are putting them in a store where high-class goods will be handled. Everything will be in plain view owing to the modern type of fixture used and with the system of keeping stock that we have adopted it is a very simple matter to sell goods from this store. In consequence we do not need a lot of high-priced men. All we want is a staff of salespeople who will be courteous and attentive and show the stock. This girls are as capable of doing as men.

"In addition it is being continually thrown up to the merchants of the country that men are still selling ties and shirts while their brothers in khaki are fighting for them. While there are no men now behind the counter who are eligible for overseas there is a feeling that they should, for the period of the war, be engaged in some more useful occupation. For these reasons I believe the idea of the girls behind the counter will receive the approbation of all thinking people. In fact a number have already so expressed themselves to me."

In these words Mr. Ely expressed his own opinion of the question. Time alone will prove whether his theory is correct.

Store Handsomely Fitted

The new store is handsomely fitted throughout. All wall cases are glass enclosed, so that the entire stock is in full view of the enquiring customer. The same system of stock-keeping is adopted in so far as possible throughout the store so that a clerk from one department will find little difficulty in finding stock in another if called upon to do so.

The glass cases continue around the entire store, being substituted by open shelving only in one section, that of the collars. These are kept in original stock boxes.

New Type of Counters

Silent salesmen are abandoned in favor of oak counters. These are of original design, standing upon legs well away from the floor. Stock drawers are placed under the counter for reserve stocks. These are finished perfectly flush, there being no handles to catch the salesgirls' clothes. Handle spaces are left at the bottom edge of each drawer from which they can be easily opened. These counters or display tables, as they might be called, also extend around the entire store. In only one place is their uniformity broken. This is where there is a glass topped counter for such stock as jewelry lines, garters, and arm bands.

Uses Cashier System

The cashier's desk is near the entrance on the left hand side. All sales go through cashier's hands, who makes all change. Each clerk has to make out a sales slip which is O.K.'d by the cashier. Mr. Ely prefers this system to the use of the cash register as he believes that it is easier to keep accurate track of all sales made.

As one enters on the right hand side

(Continued on page 35.)

Straw Hats Soon

Here is a window with action. The action of course cannot be reproduced, but as this window really appeared on Kitchener's main street last Summer there certainly was motion, although not on the sidewalk—the pedestrians paused to watch.

A motor was placed in the left-hand lower corner of the window concealed by straw. From this motor a belt ran to the sprocket on a bicycle wheel, suspended in the centre of the window. The tire was off the wheel and the sprockets were decorated with straw. From some of the spoke extensions protruded also covered with straw and carrying on their ends straw hats. As will be seen there were many other hats securely fastened on the wheel and the whole thing revolved slowly as the motor propelled the hidden bicycle wheel.

The time is approaching very rapidly when preliminary showings of straw hats will be made. This trim, which was arranged for A. Garner, Kitchener, Ont., was reported to have been very effective. Other designs could be worked out from this basic idea.

A CLOTHING FIXTURE THAT IS DIFFERENT

Some Original Stock-keeping Methods—Coats Only Upon Hangers—Pants and Vests Stored in Prepared Lockers—Sections Can Be Turned Into Dressing Rooms.

"I ORIGINALLY designed these fixtures to suit my particular needs. Now I would sooner have them than some of the more expensive types." So said W. Meynell of Chatham, Ont., when a MEN'S WEAR REVIEW representative was talking to him about the novel clothing racks that he had observed in Mr. Meynell's men's wear store.

There are several stock keeping features that have been adopted with the use of these fixtures that are original but thoroughly practical.

A glance at the accompanying illustration will show the style of fixture adopted. Mr. Meynell's store is narrow and the stock large. He had to keep this in mind. Working with this in view he made a cardboard model of the kind of rack he wanted.

This was given to carpenters who followed the same out carefully and the result is an inexpensive practical fixture.

Clothing Accessible

Mr. Meynell claims that the fact that you can take a customer between each row of suits and thus have the whole stock in his size, where he can see it and feel it if he wishes to do so, makes this fixture of exceptional value.

The suits are hung according to size, as far as possible, one size to a section. Coats only are hung up as the pants and vests are kept in the floor case portion of the rack. These are piled in four piles to a fixture, and correspond with the coats above. To facilitate finding the wanted garments a simple method has been evolved.

To Find Pants

Hanging on the wall at the back of each section is a long strip of heavy cardboard containing four lists, one for each pile of pants and vests in the section. A suit is sold. It is necessary to find the pants and vest. This list is consulted and the required pants are found to be in pile three. The lid of the case is lifted and pile three is run over hastily and the wanted garments found almost instantly. When putting back the clothing, that has been shown, there are no pants nor vests to bother about. Coats, and coats only, have to be replaced on the hangers. The number of pants withdrawn from the fixture is crossed off the list already referred to and the stock is once more in shape.

This illustration shows the clothing fixtures described here as they appear in use. The box-like base sections contain the pants and vests.

Can Check Up Quickly

These lists are useful for prompt checking up of the stock. Every so often one of Mr. Meynell's assistants checks back the coats on the racks with the numbers on the list and sees if the pants and vests are in place for every coat.

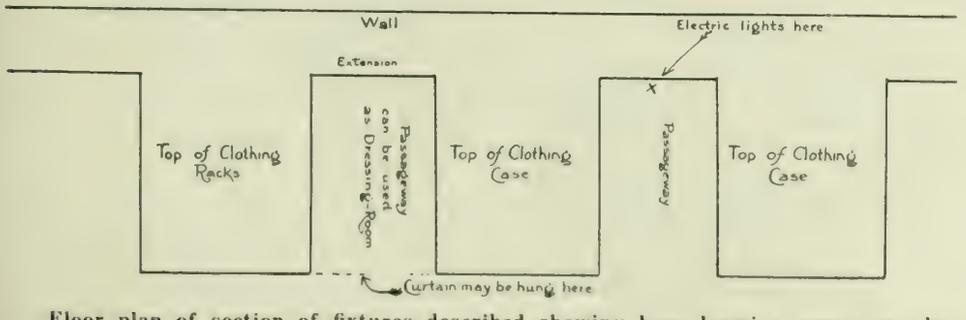
Can Draw Curtain

Just inside the top of each section a wire is strung. On this is hung a curtain, which during the day time is thrust back out of sight aainst the wall. When closing time comes this curtain is drawn forward and completely covers the stock.

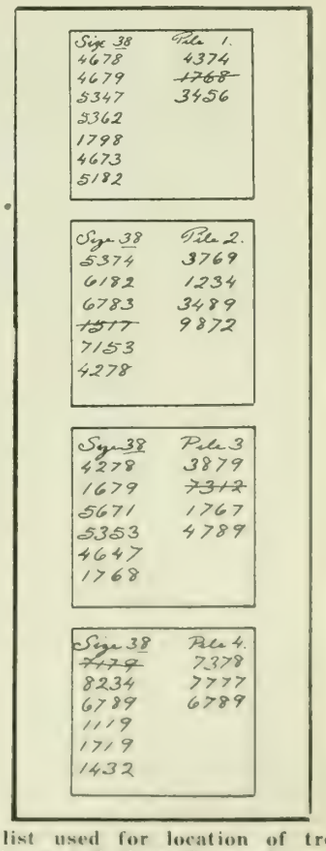
As will be understood by the illustrations the top is extended for a depth of about 18 inches across the back of each passage way. In the middle of this it is intended to place an electric light so that the stock will be very easily inspected.

Still another use is made of the passageways between the clothing racks. For each of these there is kept at the rear, rolled up, a curtain hung upon a short brass curtain pole. In a half minute's

(Continued on page 44.)



Floor plan of section of fixtures described showing how dressing rooms can be improvised.



The list used for location of trousers. There is one of these for each section.

MARKET REPORTS

THE MARKETS AT A GLANCE

THERE have been several important fluctuations in the textile market during the month. The greatest of these, a surprise to many, was a drop of nearly six cents per pound in raw cotton. Possible Government control, unfavorable war news and reported increased acreage were held responsible. While the result of this may be a restriction on future advances, it will have little effect for the present upon manufactured goods as mills claim that prices in Canada particularly have never been based on top notch cotton. In fact cotton yarns in some counts have shown advances since the break in the raw product.

The news coming from Great Britain regarding worsted tops is not favorable. Apparently the grade of wool suitable for combing purposes is limited. In addition the amount of ocean tonnage allowed for wool export is to be 4,000,000 pounds less during the next three months. This will probably mean a still further curtailment in the already very limited supply of worsted "tops" allowed to be exported to Canada.

A committee of those interested in the Canadian wool business has been sitting at Ottawa endeavoring to adjust the differences between manufacturers and growers so that more of the Canadian grown wool can be retained in this country.

Overalls have again been advanced by most manufacturers and the higher priced lines are selling for $26 for immediate and $28 for future placing. A price of $30 for Fall is proclaimed as almost a certainty. It is stated that the break in cotton, while possibly checking further advances next Spring, will have little effect on prices as the cotton millshave never based prices on the top cotton figures.

Several suspender manufacturers have advanced prices during the month and few 50c suspenders will be obtainable from now on. Waterproof collars have not yet been advanced and there seems no certainty as to when this will materialize.

Neckwear silk is very firm and in addition the linings are hard to get and only at figures three times those of a couple of years ago.

Hatters' fur is reported to have advanced about $1 per pound during the month. The result will be still higher figures on all felt hats. It is also statedthat the supply is far short of the demand and this apparently will be more noticeable as shipping is withdrawn from the Pacific.

Business has been a little quiet during the month. Farmers are busy seeding, the weather has not been particularly favorable and the rather unfavorable news from the European battle fields has helped to tone things down a little. Warmer weather that is certain to set in during the next few weeks will brighten trade up considerably.

COTTON BREAKS

Drop of Nearly Six Cents in Spot Cotton —Prices of Manufactured Goods Not Affected

COTTON.—The sensation of the textile market has been the break in raw cotton. After touching the unprecedented figure of 36c for spot middlings, a sharp break occurred which was not checked till the same grade was quoted at 30.20. Quotations for future months showed ever greater reductions.

To a great many this break was absolutely unexpected. The chief contributing features were the talk of Government control of raw cotton and all cotton products, and added to this the unfavorable war news from the western front. In addition there were reports of vastly increased acreage for the 1918 crop and the difficulty of obtaining vessel space was interfering considerably with European export.

One of the sensations was a report from Washington stating that Representative Emerson of Ohio had introduced a bill fixing the maximum price of raw cotton to manufacturers at 20c during the duration of the war. While this was not taken very seriously by the majority of dealers it had its part in the break.

Undoubtedly some form of price control is being considered by the War Industries Board, though it is commonly expected that it will take direction of control of the manufactured products rather than the raw materials itself.

The immediate result of this sudden slump will undoubtedly be a check on further advances on all cotton goods for a time at any rate. It is not probable that it will mean any break in the price of manufactured goods in so far as Canada is concerned as prices in this country have never, manufacturers insist, been based on top cotton prices.

As to the future the wisest are at sea. Apparently the downward movement has been stopped for the present, as the market recovered slightly over the week-end of April 20-22. Once the question of price-fixing is finally settled the future will be easier to foresee.

WORSTED TOPS UP

British Wool Commission Increases Price of Worsted Tops—All Woolen Goods in Firm Market

WOOLS.—Announcement from London that the British Wool Commission has increased the price of worsted tops 6c a pound is a matter of great interest to the men's wear trade as it will directly affect all worsted suitings and worsted yarns for knitted goods.

Apparently the chief cause for this advance has been the shortage in England of wool really suitable for combing purposes. The grades that have been employed have been yielding a smaller proportion of tops to noils and in consequence the cost of tops is materially increased.

There is also grave doubt expressed as to whether the allowance of "tops" for Canada can be increased as was hoped would be the result of the efforts in this direction. The total shipments from Australia and New Zealand to England are to be decreased owing to shortage of ocean tonnage. As against that it is thought that Government demands will not be quite so heavy for the coming year and in consequence the civilian trade will have as much as ever.

A conference was held in Ottawa the other day between all those interested in the wool trade of this country and included wool growers, dealers, woolen manufacturers and the Canadian Wool Commission. The whole question of dealing with the Canadian wool crop was thoroughly discussed and a committee was appointed to go into the matter and make some suggestions that would be agreeable to all the interests concerned. After some deliberation the committee submitted the following suggestions to the War Trade Board and same were adopted.

1. That the Canadian War Trade Board request the United States War Trade Board to allow unrestricted export to Canada for both military and civilian purposes of spot wools under guarantee from the importer that the raw material is not re-exported.

2. In order to encourage the import of foreign free wools that the Canadian Government remove the embargo at present in effect which prohibits the re-export from Canada to the United States of America of foreign free wool now held or in future to be imported into Canada, the export of this to be under license.

3. The Canadian Government in the case of granting Clause 2 will allow on re-export of the wool a rebate of 99 per cent. of the duty which has been paid.

The committee also reported that the question of options to purchase by the Canadian manufacturers of Canadian-grown wool be postponed for further consideration until the United States War Board has intimated their intended action or decision upon matters brought up in this resolution.

In so far as woolen cloths are concerned the situation is continually tightening. Practically no orders can be placed in Great Britain at the present time. What shipments are coming forward are balances of back orders. Canadian mills are putting out some splendid cloths but are so far oversold as to force them to apportion their output among their customers.

SILKS ADVANCE

All Silks Firmly Held—Shortage of Tie Linings—Fifty Cent Neckwear Practically Finished

NECKWEAR.—All silks are firmly held, from the raw product up they having been advanced. Many lines of manufactured silks have been advanced 10 per cent. during the month.

There is also a serious situation developing in necktie linings. These at one time were brought from England, but shipments from there are now very limited. Canadian mills will not quote prices and United States mills are asking prices that are almost prohibitive. One manufacturer states that linings may well have as much influence upon the price of neckwear as the silks themselves if this situation continues.

OVERALLS AGAIN

Different Prices Asked by Different Mills —$30 Overalls Spoken of for Fall

OVERALLS.—Most overall manufacturers have again raised their prices. In consequence the higher priced garments are now selling at $26 for immediate and $28 for future delivery. A price of $30 is freely predicted for Fall business. It is pointed out that based on present United States prices, which are $27 for this grade of overall, the price in this country should be at least $35. Canadian cotton mills, however, have not yet sold up to such levels.

The break in raw cotton is not expected to have any influence on the price of overalls. Denims are so scarce and mills are so badly oversold that it is hardly a question of price any longer. The decision of the U. S. War Office to include a khaki cotton suit and in addition a suit of khaki overalls in every soldier's outfit is possibly the main contributing reason for the immediate shortage.

Practically all mills are thus working upon Government orders and there is little or no supply available for civilian purposes. Some overall manufacturers report a number of machines lying idle because of the impossibility of securing cloth.

Business is reported to be good, retailers showing a disposition to forestall further advances by placing heavy orders. One or two of the manufacturers have refused to accept any business for later than August delivery.

SUSPENDERS GO UP

All Elastic Webs Continually Advancing —Leather Ends Also Up in Price

SUSPENDERS.—One or two suspender manufacturers that have been holding down prices to nearly pre-war levels have at last been compelled to raise their prices. Most lines which up to the present have been held at $4.50 will hereafter be $5.50 to $6. The reason for this advance is continued increase in the cost of webbings.

BOOTS AND SHOES

Reported Embargo Not Materialized—Business Fairly Good With Prices Steady

BOOTS AND SHOES.—Considerable interest was excited by the report appearing in the daily press that all United States shoes were to be denied admittance to Canada and that in addition there was to be a 10 per cent. tax put upon all Canadian shoes to offset the duty that would be lost in this way. Apparently, however, the announcement was a little premature. Considerable opposition has developed and it is believed now that some other method for adjusting the exchange situation—the primary reason for the proposed embargo—will be adopted.

Shoe houses report business fair with prices steady. Travellers are now calling upon the trade for Fall business in leather goods, felts and rubbers having been finally disposed of for another year.

HIDES WEAK

Little Change in Hide Situation—Leather However Firming Up

HIDES.—While Canadian hides remain in rather a weak market tanners insist that it is the quality of hides that are being offered that is responsible for this. Light hides are in big supply and not wanted. Heavy hides, however, are hard to procure. Prices on South American hides have recently advanced so that dealers say they are out of line with the Canadian market.

Leather is showing a firmer feeling throughout and advances have been made in a number of lines. There is a report that Great Britain is about to become a buyer of leather in large quantities on this side of the Atlantic.

COLLARS STEADY

Waterproof Collars Not Yet Advanced—Manufacturers Claim Laundered Collars Liable to Be Unchanged For Some Time

COLLARS.—The expected advance in waterproof collars has not yet materialized. Retailers are placing heavily in expectation of advances and all seem to agree that the advance is imminent.

Laundered collars are selling well at the new prices. It is thought, since the present break in cotton, that further advances may not be in order for some time.

The sale in fancy silk collars seems to be keeping up splendidly in spite of the fact that a great many people figured on their short life.

A suggestion has been made, not very seriously considered, however, that the laundered collar and shirt shall be universally discarded so that the starch and the corn and potatoes from which it is manufactured shall be conserved for food purposes.

HATTERS' FUR UP

Hats Will Be Still Higher for Spring—Furs Have Increased $1 Per Pound In Past Month

HATS AND CAPS.—Hatters' fur continues to advance. During the month this advance equals about $1 per pound. Manufacturers claim that it will be impossible to produce a satisfactory hat for less than $30. Some will go so far as to place $35 as the minimum price for Spring, 1919.

It is becoming more and more difficult to obtain supplies of raw material. The Teutonic countries and the Russian market are, of course, unavailable. France has an absolute embargo and Great Britain a practical embargo on all exportations of hatters' fur. From Australia the transportation difficulties are increasing all the time. There are shipments that have taken six months to reach the factory from the time they left shippers' hands in Australia. As more and more ships are liable to be withdrawn from Pacific service to meet the needs of the Allied nations on the Atlantic this condition will become more and more aggravated.

A CLOTHING FIXTURE THAT IS DIFFERENT

(Continued from page 41.)

time this can be fitted in prepared sockets and the result is a fitting room. There can be five or six of these in use at one time if necessary.

MEN'S WEAR REVIEW takes pleasure in describing the methods adopted. It may be that some merchants would pick flaws in the idea. Mr. Meynell is, however, a practical man and thoroughly believes he has a most practical lay-out. Those whose space is limited and to whom the cost of all glass wall cases is a serious matter might find something in this to suit their own neds. Others again after looking into the matter may be led to believe with Mr. Meynell himself that here is "one of the best things I have ever had anything to do with."

NOTES

R. E. Cummings, men's furnishings, Keewatin, Ont., has discontinued.

F. W. Millard, who conducted a men's wear business in the city of Belleville, died suddenly on Saturday, April 20, from heart failure. Deceased was only 38 years of age.

NEARLY LOST JANITOR

THE Ritchie Co., of Belleville, Ont., recently suffered severe loss in the floods which accompanied the Spring break up. It is estimated that these losses will equal at least $8,000. In addition, this store nearly lost its janitor. He was in the cellar when the flood came and slammed the door shut, so that he could not get out. He floated around on a packing case until a hole was cut in the floor of the store, thus enabling him to escape.

TO REDUCE BAGGAGE

A MEETING was recently held in Toronto between the Commercial Travellers' Association and the Eastern Passenger Association with the idea of curtailing the amount of baggage carried by commercial travellers. The suggestion was made that trunk men should cut their number of trunks in half and that bag men should check less heavy baggage and use more photographs. While no definite action was taken a circular is being sent out asking all firms who are using travellers to limit baggage as far as it can be possibly done.

IS THE CLOTH SHORTAGE REALLY ACUTE?

Manufacturers Have Large Stocks on Hand For Immediate Needs- British Shipments Practically at a Standstill—But Little Doubt That There is Shortage Rapidly Approaching—A Review of the Situation.

SOMEHOW I am inclined to doubt the acuteness of the cloth situation that you fellows have been telling us about for some time." MEN'S WEAR REVIEW was talking the situation over with a Western Ontario retailer. "Why there was a clothing traveller in here today and he had a big range of cloths to show, in fact larger than I have seen for some time. Of course his prices were high, but he seemed to have the goods."

Having this sentence in mind a number of the larger clothing manufacturers were called upon. All come back with the statement that the cloth situation is serious indeed and that there will be a real shortage in the very near future.

Some Large Stocks

It is admitted that there are some large stocks of cloth in the country. These are held by either clothing manufacturers who are holding stocks a good deal larger than the average or by cloth speculators. In the case of the first class the cloth they have on hand represents only supplies for a year's operations, even in the most extreme cases, and in many instances the amount is much less than this. Cloth on the other hand bought for speculative purposes is very largely of the cheaper qualities. When dealers were figuring on stocking up in order to take advantage of any price changes that might eventuate it was felt by most of them that the safest policy would be to confine all speculaltion to the cheaper or at least the medium grade cloths.

Trade Demands Good Goods

As it has turned out they seem to have made a mistake here. Practically all houses report but little interest in lower priced goods, for the people, while realizing that prices are high, still insist upon good clothing and turn down the low grade stuff regardless of what the price may be.

Little Better Cloth

Of the better grade cloths there seems to be but little in the country except what is already in clothing manufacturers' hands. These men say if they had not accumulated these stocks ahead there would be no means of keeping their plants running at the present time as shipments now arriving only represent a fraction of the cloth that they are using.

"The clothing manufacturers are carrying large stocks and are still able to give the retailer a good assortment from which to choose his Fall stock. Now, however, it is becoming almost impossible to buy any cloth at all and the great majority of the British houses are not accepting any business. While there is still some cloth coming forward it is all goods that have been ordered months

ago." This is the way one of them sizes the situation up.

Year's Supply Ahead

The general opinion is that there is plenty of cloth in the country for about a year ahead. There will of course in

A Type of a Semi-dress Overcoat That is Meeting With Favor From Some Stylish Dressers

addition to this be a certain amount coming to hand all the time. Then it is impossible to estimate the consumption as there are some who figure that this will be cut down to a very large extent after another season. At the present time, however, it is next to impossible to place any new business with British houses. There seems to be considerable uncertainty as regards the whole woolen situation over there and whether there will be any at all allowed for civilian use is more or less of a puzzle. One authority is quoted as stating that there will not be, while still another states that there will be about 3,000,000 pounds more available in the quarter commencing April 1 than there were in the one ending March 31.

Tops Up in Price

Worsted cloths, however, seem to be sure to be much decreased owing to the shortage of tops. A new price list has just been announced by the British Wool Commission. While there is some variation to the different styles and types of wool tops affected, the average increase is reported to be about 6c per pound. It is claimed that the shortage of wool really suitable for combing is largely responsible for this increased price. As poorer and less suitable wools are used the proportion of tops obtainable from each pound of fleece is correspondingly less and in consequence it raises the cost of what is secured.

In connection with this it is stated that there have been some bad blunders on the part of those who have had the matter in hand in not seeing to it that more wools suitable for combing purposes were not brought from Australia. It is said that there are large quantities of long-fibred merino wools piled in warehouses in Australia awaiting shipment while wools suitable only for carding, and of which there seems to be quite a stock in England, were given cargo space.

Important Announcement

Whether this is the case or not it seems probable that there is little relief in sight, judging by the announcement which recently came from the Director of Wool Textile Production, London. In this it was stated that the Government had been reviewing the imports list, it is supposed to obtain greater tonnage for still more essential products, and had decided to place wool on the list that might be cut down almost to the point of complete suppression. In any event it seems certain that for the immediate present only wool such as may be required for military purposes will be shipped into England.

Those who are in touch with the situation believe there are stocks enough in England and already on the way to keep the civilian trade running until about October, and after that the deluge.

Review of Situation

In a recent review and preview of the woolen situation the world over the following information from a prominent wool broker from Huddersfield, England, who speaks from knowledge and experience, will be of great interest.

A BRITISH PRECEDENT

In the view of the decision of the Government to allow discharged soldiers a sum of money instead of a ready-made suit and overcoat, the following extract from a London, England, paper is of interest:

"When a soldier is discharged as medically unfit he is allowed to retain necessary articles of underclothing, shirts, socks, etc. He is required to return all other articles of military clothing, with the exception of one pair of boots and two pairs of woolen drawers. On discharge a man may now be granted 30s in lieu of a civilian suit and 36s in lieu of an overcoat."

When asked what the general advancement on woolens and worsteds had been since the beginning of the war, he said that this advance represented 200 to 250 per cent.

"Worsted suitings which formerly cost $3 per yard are now $6.50 to $7.50, and such advances are likely to continue till some time after the war."

Asked about exporting from Britain, he said, "Manufacturers in Great Britain have no longer the privilege of exporting any goods. The Government has taken over the production of the whole country with the exception of 10 to 20 per cent. at the outside. Licenses have already been put on exporting to Canada for the first time in the history of the country. This license is a safeguard to know where the goods are going to. There will be no difficulty, as long as the goods are obtained in England, in ship-

A little freakish perhaps but with decided style lines. It also conforms to the cloth conserving idea.

ping them out to Canada, but the scarcity will prevent any large quantities being shipped. Few Canadian buyers are coming to England for the simple reason that they cannot buy anything when they do come. With these conditions in mind and so real, British woolens are bound to be high-priced, and Canadian tailors may count themselves lucky to be able to import them at any price.

"Here's an instance. None of the weavers will execute orders for heavy overcoatings—it takes too much materials—two yards of suiting can be made out of the material necessary for the yard of overcoating.

"There is another difficulty that the Canadians are up against. Very few patterns have been shown in Canada up to now. In previous seasons any quantity was available. One client informs us that the American Woolen Co.'s goods being shown in Canada, ranging from $5 to $8, are very limited. Cotton warps are being shown in limited quantities that cost $3.50 to $4.50 per yard in the States; add 42½ per cent. duty to that. The advances that have taken place in the last few months on American goods show increases of 75 per cent. to 100 per cent."

Standard Cloths

All reports coming from England in which reference is made to the cloth

situation still have considerable to say about "standard cloths." As these are being supplied at the present time only to the ready-made trade in the British Isles and export of same in the piece apparently will not be allowed, the interest of the Canadian trade towards this movement is largely academic.

"But there is considerable cloth being made in Canada. You have lost count of this." Not at all. It is true there is a lot of cloth being manufactured in Canada, but these mills also are having their difficulties. For some time past manufacturers and jobbers have been receiving only a portion of their requirements. A system of apportioning their output has been and still is in force.

Not Sufficient

Considerable as the total amount is, nevertheless it could not begin to be sufficient to fill the requirements of the trade if unsupported by imported lines.

What Percentage Canadian?

This raises an interesting question. What percentage of the cloth used in the men's wear trade of Canada is supplied by Canadian mills? MEN'S WEAR REVIEW asked this question of a number and got rather divergent answers.

It would appear, though, that about one-third was the pre-war proportion conceded to the domestic mills. The proportion likely, in fact, certainly, is considerably increased at the present time, and more cloths would be so secured if the mills were capable of turning them out.

Quality is Good

Clothing men agree that Canadian cloth is generally speaking of high quality. While the finer grades of worsted suitings have been left to British mills in all other lines the local institutions have proven themselves competitors of no mean worth. Clothing houses that specialize on what might be termed the higher order of made-to-measure clothes have, however, one complaint to make. That is the impossibility of getting exclusive designs from Canadian mills. Thus if a certain cloth is featured by one of the houses in question it may also be bought by another house that does not put the same workmanship or trimmings into a suit. In consequence there may be a difference of $4 or $5 in the price of two suits that from a casual appearance may appear identical.

One of the novelty double breasted coats included in some of the snappy lines for Fall.

One manufacturer stated that Canadian mills when planning for after-war competition would do well to bear this in mind.

The cloth situation is thus undoubtedly serious, and prices will continue to advance and ranges become more and more restricted as the year rolls on.

Selling Two Suits

That the majority of retailers are realizing this thoroughly, and that even the consumer is becoming thoroughly imbued with the idea, is noticeable by the number of double orders that are pouring into special measurement houses. That is to say, man after man is sending in his order for two suits—one for this Spring and one for the coming Fall.

There would seem to be a fertile field here for the clothier to increase his clothing sales. The argument will, of course, be advanced that one is only "robbing Peter to pay Paul," and that the business thus secured will mean so much less to do in the Fall. There are, however, holes that can be picked in such reasoning. If you sell your man his two suits now your competitor will not be the one to get his Fall order. Moreover, if a man gets two suits at once in this manner it will likely mean a third suit in less time than the third suit would ordinarily have been bought. Then anyway let future business look after itself. There will be other opportunities for advancing the scope of your business by that time. As it is, you have right at hand a real opportunity to increase your immediate clothing sales.

AD WRITING AND DESIGNING NOT DIFFICULT

Illustrations Very Valuable to Tell a Story—Put News Into Your Advertisements—Study of Few Type Faces Will Help—Should Learn to Prepare "Dummy" or "Lay-out"—Number of Words to Square Inch—Advertising a Big Subject.

By John C. Kirkoood.

THE average retailer isn't very strong on advertisement-writing. This isn't his line. And so the retailer dodges the preparation of advertisements. Some retailers, on the other hand, take keen pleasure in the preparation of advertisements. Both the man who dislikes and the man who likes preparing an advertisement are advised to use illustrations to take the place of words.

Illustrations attract the eye. By their contrast with reading matter they pull the eye to them. So from this point of view they have a very real value. But the right kind of illustrations are suggestive of merchandise.

Avoid Foolish Illustrations

It may be a hammer that is shown, or a lantern, or a brush, or a piece of fur, or a hand bag, or a man wearing a flaring necktie. Whatever the illustration may be, it probably speaks swiftly to many persons and gets their attention.

Just here it is to be said that foolish illustrations in an advertisement distract the attention, and so defeat the purpose they are intended to serve. One frequently sees humorous illustrations in country weekly newspapers, used by jewellers, boot and shoe dealers, hardware dealers, and other classes of retailers. Looked at critically they are really out of joint as a rule with the text or message of the advertisement. The effort to relate text and illustration is clearly a forced and unhappy one. Illustrations of this sort can be left alone with advantage.

Illustrations are Easy to Get

Illustrations of the right kind can be had very often for nothing—from manufacturers. The great majority of manufacturers delight to supply retailers with electros. Not always, however, do manufacturers provide retailers with the electros of desired size and character. But if the retailer puts up to the manufacturer the right kind of request, for the right thing, the manufacturer will probably meet the retailer's wishes.

News Advertisements Recommended

The best type of advertisement for the hardware dealer is a straight news advertisement—one that gives real news

about goods and the store's service. This is the simplest and easiest advertisement to write. Readers—that is prospective buyers—want just plain news, as a rule. Very few readers want or will give time to fancy writing, or to empty gush, or to bald generalities. Nor do they want to be entertained. On the contrary, they want the advertisements they read and to which their attention is invited to be simple, straightforward statements of fact—descriptions of or particulars about the goods, or their use or value.

The average reader of a newspaper reads it in more or less of a hurry, because there is something else waiting to be done. For this reason it is wise to make advertisements meaty and crisp—this by giving real and desired information about goods advertised. This information should if possible be related to an illustration.

Study Mail-Order Catalogues

If one wants to know what to say about goods, one will find an admirable aid in the mail-order catalogues of the big department stores. In these catalogues descriptions of goods are terse, adequate and without any superlatives. The aim is to economize words. Every word means space and cost. So there is an object in cutting down descriptions of goods to the brevity of telegrams. Now, if the retailer will let himself be guided in the preparation of his advertising by the mail-order catalogues he will be producing good advertisements.

Typography is Important

The advertisements of the big department stores which appear in metropolitan dailies can very profitably be studied not only for their style and language, but for their "display" or composition. The retailer can be sure of this fact: Good ad-compositors and good ad-designers are responsible for the superior ad-setting of department store announcements.

Here is a practical suggestion: When you see in an Eaton, or Simpson, or Hudson Bay Company, or Goodwin advertisement a style of setting pleasing to you, cut out the particular part you like, and give it to your printer—the man who will set up your advertisement—and ask him to follow as faithfully as possible the style of the clipping given him. Thus you will be getting nearer and nearer all the time to better typographical effects. And your local compositor, when it is put up to him to reproduce as faithfully as possible good, well-designed, and well-set compositions, will himself go to school, as it were, and will eventually give you something quite fit to be placed alongside the ad-compositions one sees in the metropolitan dailies.

Many retailers do not know much about the designing of advertisements or good ad. composition. This is something, often beyond their comprehension. One reason for this lack of knowledge is that their attention is never or but rarely directed to this aspect of advertising. Another reason is that their printer—the man who sets up the advertisements—is often quite as lacking in a knowledge of what constitutes good typography as is the retailer. Yet well-set advertisements go far towards making advertising resultful; and since this is so, it is clearly a matter that should concern the retailer who buys newspaper space to print therein his business news.

These observations will be made clearer by a study of the re-set examples in the engraving accompanying. A close examination of the original setting and the re-set advertisement will surely show the retailer how much better the re-set compositions are than the originals. The original compositions are what one very often sees in country newspapers. There is a disposition to use fancy and many display faces and sometimes ornaments, and to do freak composition. By contrast the re-set advertisements are the acme of simplicity and chastity, and have an attractiveness, pleasingness and persuasiveness not possessed by originals. These examples, and the notice pertaining to them (found on the engraving), merit very close study.

Some Revealing Re-set Advertisements

Another engraving is shown to illustrate how to "lay out" or design an advertisement for sending to the printer. A little practice and study will soon enable any intelligent man to do very good work. Just here it is to be said that many ad-writers write or print in, in small type, the text or "copy" of their advertisement—this in their design. Far simpler, better and kinder is it to write out the text or copy of the advertisement separately, with the typewriter or in long hand, and to mark its various divisions "a," "b," "c," etc., to correspond with the divisions of the "layout." Then pin layout and copy together, and send to the printer. The printer can see at a glance just how you want your advertisement to appear, and he can calculate the size of type to use from the number of words in your copy, and the space you have assigned them in your "dummy" or "layout." Memo: Make your layout or dummy the exact size of the space your advertisement is to occupy. Then both you and the printer will be able to see just what your desire is in the matter of disposition of copy, size of "body" and "display" type, white space effects, and so on.

It is to be remembered that type is rigid, not elastic. Which means that just so many words of type can be put into a square inch.

The ad-compositor measures the space in the dummy or layout which the ad-writer has indicated "a," "b," "c," etc., corresponding to similarly marked sections of the "copy" or text of the advertisement. Then he counts the words in the copy. Then he makes his calculation, thus ascertaining that the copy will require to go in 6-point, 8-point, 10-point, 12-point, 18-point, etc. With this knowledge possessed, the printer can go ahead safely—that is if the adwriter has been reasonably precise in measuring his copy and the divisions of his layout.

By 6-point, 8-point, etc., as applied to type is meant thet number of lines that make an inch in depth. There are 72 points in an inch. So copy set in 6-point will have 12 count-lines to the inch. To get an interesting illustration of what is signified by points, go to your Bell Telephone book. There the numbers and names are set in 6-point black face (12 lines to the inch); and residence or occupation, and street addresses, in 6-point light face type. Off-

(Continued on page 56.)

The engraving is provided to show how to lay out or design an advertisement for sending to the printer. In this "lay-out" or "dummy" no provision is made for the inclusion of "cuts" or illustrations. The idea is to indicate to the untutored ad-writer a better way of preparing his dummy or design than the way practised by some, which is to write or print in, on the dummy, the text or copy of the advertisement. See note on this subject in the accompanying article.

APPLY A COST SYSTEM TO YOUR BUSINESS

A Cost System is Simple as This Article Shows—A Knowledge of the Cost of Doing Business is Both Satisfactory and Essential—It Causes the Merchant to Speed Up Sales and to Abandon Cut-price Sales—Getting a Profit on Effort as Well as on Capital—This in Addition to Your Salary.

By John C. Kirkwood

THE very first thing to be done by the man who would know his selling costs is to know and record the various items that together constitute the cost of doing business. To know and record these items calls straightway for methodical accounting. Fortunately the separation, calculation and recording of the various items constituting selling cost are exceedingly simple operations, within the ken and ability of any man.

To ascertain the cost of doing business:

1. Charge interest on capital.

   Charge the rate of interest it would earn if invested in gilt-edge mortgages or bonds, say 6 per cent. By capital is meant net assets—inventory, cash, accounts receivable.

2. Charge Rent.

   Charge rent even if you own your premises. Should this be the case put down as rent the amount they would bring if occupied and used by another—say 8 per cent. of market value, plus repairs, taxes, and water.

3. Charge Your Own Salary.

   Put down an amount representing your salary worth to your business—a sum probably double that paid your highest paid employee. Include in this the worth of the services of any member or members of your family not on the pay roll, yet who render your business a service worth real money.

4. Charge Salaries of Hired Help.

   Omit from this, if you are so minded, the salaries or wages of the one or more engaged mainly or solely in the work of delivery, charging such wages under the item of delivery.

5. Charge Fixed Expenses.

   Included here are such determinable or known items as insurance (fire, casualty, plate glass, partnership), taxes, telephone rental, water rates, light and fuel.

6. Charge Freight.

   Include here freight and express on incoming goods; the cost of packages or packing, drayage; duty paid (if any).

7. Charge Delivery.

   Include here wages of drivers or messengers; horse and wagon, or motor car; stable or livery or garage rents; repairs, supplies, freight and express items on outgoing goods, wrapping papers, packing, twine, etc.

8. Charge Incidentals.

   Include here stationery and office supplies, postage, telephone calls, telegrams, exchange, cleaning, miscellaneous repairs, etc.

9. Charge Advertising.

   Include here newspaper and other forms of publicity, including printed matter, catalogues, novelties and other disbursements properly coming under this head.

10. Charge Donations and Subscriptions.

    Include here special discounts or allowances made, or goods given in the name of charity, benevolence and good-will.

11. Charge Losses.

    Include here bad debts, shrinkage, leakages, shortages, thefts, spoilage allowances, discounts, and losses not provided for elsewhere.

12. Charge Interest Paid.

    Include here interest paid on borrowed money, and interest lost on uncollected book accounts, and cash discounts forfeited because of inability to take them.

13. Charge Depreciation.

    Include here the depreciation on buildings owned and employed by you in your business; and depreciation on furniture, fixtures, horses, vehicles, stock, etc.

Here one has a baker's dozen of headings under which to record the many items that constitute, when aggregated, the annual cost of doing business.

Easy to Record Selling Costs

With these headings and helps it should be a simple matter for any dealer to set down his selling costs, day by day, week by week, month by month, quarterly, semi-annually and annually.

Each individual disbursement has to be recorded sometime, somewhere, somehow. Why not record it in its right place at the right time and under its proper heading? Thus will the dealer have the record or records necessary and desired. He will know then just what it is costing him to run his business.

Costs Studied More Closely

In the foregoing presentation of group headings some may possibly be merged with others. For example, Advertising may be included under Incidentals; and Interest may be included under Losses. Donations and Subscriptions may be included under Incidentals. But there is an advantage in the separation of these several classes of expense: They reveal boldy, challengingly and perhaps shockingly classes and amounts of expenditures capable of reduction, and perhaps calling for reduction.

Also in the foregoing presentation of the factors of selling costs, Freight on incoming goods is included. Many will say that Freight, Express, Drayage and Packages or Packing should be added to the invoice price immediately; and in saying this they are quite correct. But not always is this class of expense included in the marked cost price of goods. On articles of heavy weight—such as sugar, nails, coal, for example—the freight expense is immediately added to the invoice price by all wise dealers, but on many lines the practice of many dealers is to ignore in their cost marking the item of freight, or delivery-to-store expense. Accordingly, in the enumeration of the factors of cost, as above, Freight is set down, and when this annual aggregate expense is reduced to a percentage of sales, it can quickly be added to invoice prices. For this reason is Freight on incoming goods included among the factors of costs.

Recovering One's Losses

Under the heading of Losses are to be assembled all such expenses and losses not properly belonging under other headings. Bad debts should be charged here, for so will they be recovered by being assessed against all customers as a whole. Leakage, shortage, shrinkage and spoilage should be charged here, for thus will their costs be recovered.

The average dealer treats bad debts, leakage, shortage, shrinkage and spoilage as irrecoverable, but this view and practice are unsound and dangerous.

Many take stock about twice a year. If this is your practice you will be in an excellent position to begin right away doing business on the basis of the known cost of operating your business.

Success is becoming more and more dependent on a knowledge of the cost of doing business and on intelligent, purposeful and successful effort to recover this cost plus a profit on your effort.

The accompanying article will prove very helpful to those who want to be successful merchants. The matter is set forth lucidly and soundly, and we sincerely trust that many of our readers will resolve and keep their resolve to conduct their business on the basis of known and actually recovered costs, plus a desired profit on effort.

All such losses should be charged into the cost of doing business, so they may be collected and recovered.

Leakage, shortage, shrinkage, and spoilage, in the aggregate, may amount to a very considerable item, and are incident to the doing of business, to providing the public with a service needed and desired by them. Therefore the public as a whole—the dealer's customers as a whole—should pay for such losses.

DO YOU KNOW?

A competent authority has, by careful investigation of over 1,500 *retailers in each line, and in every section, developed the following facts:*

	Turn Stock per year No. Times	Cost to Do Business Per Cent.
Grocers	10	16
Dept. Stores ..	7	26¼
Druggists	4	24¾
Dry Goods	4	24
Hardware	3½	19½
Furniture	3	24
Shoes	2	23¼
Clothing	2	20¼
Jewelers	1½	25¾

When Goods Are Sold Below Cost

Under the heading Losses can be included the loss sustained in the sale of staples that do not and will not, as things are, bear their proper percentage of advance to cover the costs of doing business. Sugar and nails are two familiar and common examples of merchandise which sell retail at a very small percentage advance on invoice cost. Suppose that the actual cost of doing business is 25% of the invoice price, and a staple sells at an advance of only 10% on invoice price. then there is a clear loss of 15% on the annual sales of this particular commodity. The total loss, as represented by this 15% loss, should and must be recovered, and, therefore, must be collected in the sales of merchandise on which can be imposed the full costs of doing business.

Interest on Outstanding Accounts

Under the heading of Interest Paid there should be included the interest lost on outstanding accounts. These accounts may total, say, $1,000 at any and all times during the year—this in a business done on a capital of $5,000 or so. They represent non-earning capital. But capital should bear interest. Reckoning interest to be earned at 6%, there would thus be an item of $60, when the average amount outstanding is $1,000, to be charged as an operating cost.

Providing For Depreciation

Under the heading of Depreciation should be included all items relating to property, furniture, fixtures, and delivery equipment whose inventory value diminishes each year through use, loss of style, etc., wear or damage and which in the course of time require to be discarded or replaced. The percentage amount of annual depreciation for each article or possession will probably vary, being 5% in the case of a possession good for 20 years, 10% in the case of a possession good for 10 years, and 20% in the case of a possession likely to require replacement in 5 years.

A special bank or ledger account should be opened for charges of this sort—a sort of sinking fund account, which can be reckoned as capital. In this way the money necessary for replacing worn out or useless or valueless equipment will be provided systematically, and will be instantly available when needed.

Recording the Items of Cost

The thing remaining is the essential thing—the recording of these costs methodically, fearlessly, and accurately—and in recovering them from sales. This is the hard thing—hard because of the average business man's lack of system, will power, resolution and well-disciplined habits. You can lead a horse to the water, but you can't make him drink. You can show a merchant how to ascertain and recover his selling costs, but you can't make him record and get them back. It is a matter for the individual himself whether or not his performances shall be in accord with his knowledge and conscience. At the same time it is earnestly hoped, now that retailers have been shown how to ascertain, record and recover selling cost, that many of them will become possessed of the purpose, resolutely maintained, to conduct their business intelligently, knowingly, with full light on matters that aforetime may have been hidden in darkness.

WHY BUSINESS MEN FAIL

According to a statement by Edward N. Hurley, vice-chairman of the Federal Trade Commission, there were 22,000 *failures in the United States in* 1915. *Ninety per cent. of them resulted from cut-throat competition prices. In an investigation made by the commission since its appointment,* 200,000 *out of* 260,000 *firms had no method of determining cost; of these,* 100,000 *firms did not earn a penny, and little, if any, provision had been made for depreciation. In another survey of a national industry it was found that twenty-seven large corporations, representing an investment of* $12,500,000 *and annual sales of* $8,000,000, *had earned only* $300,000—*a little less than* 3 *per cent. on the capital stock, and altogether they had charged off only* $69,000 *for depreciation. The number of small businesses run on odds and ends or on bank check stubs is amazing*

Getting a Profit on Effort

In what has been said, the matter of getting a net profit on one's effort has not been considered. Provision has been made for a salary for the proprietor or partners; but the matter of a profit over and above all costs of doing business is a thing by itself. The desired profit—$1,000, $2,000 or so—must be added to the costs of doing business as above defined and elaborated, and the sum of the costs of doing business and the profit on effort desired will give the merchant the full sum he must obtain in a year over and above the invoice cost of goods sold. For calculation purposes the cost of doing business should include the sum one desires as profit on his effort.

STOCK AND HOW TO KNOW IT

You must know your stock and its weaknesses at all times.

You may be passing merchandise through your place of business at a loss.

The only system which successfully stands the test is organized, systematized and daily visualized business.

The wiser the man and the better the institution, the closer is everything watched, and the less guessing indulged in.

The easiest way to take stock is to prepare for it.

Sales Must be Stimulated

But putting down all costs and adding the profit on effort desired is not any guarantee or pledge that the merchant will get this gross sum. To get this sum he must sell enough goods—must have a minimum annual turnover, and must obtain an advance on invoice cost of goods sold sufficient to give him all costs plus the desired profit.

Suppose, for example, that the costs and profit, as above set forth, total $5,200 in the year, or a neat $100 a week. Then it becomes clear that the merchant must sell enough goods each week, on an average, throughout the entire year, to give him $100 a week above the invoice cost of his goods. Suppose his average advance on cost is 25%, then it means that his average weekly

HOW TIME INCREASES COST

In an eight-hour day you have only 480 *minutes. Thus, whenever you waste five minutes you decrease your value* 1 *per cent. Your stock falls from par to* 99 *per cent. If you waste* 50 *minutes your stock falls to* 90, *and so on. Few of us ever have a day at par. If you borrow* $120,000 *at* 5 *per cent. you are paying* 4 *cents a minute. If your accountant makes a mistake, and you borrow it a day too soon he causes you a loss of* $20. *Many a business man has gone down to bankruptcy because he did not realize this ruthless persistence of interest. Interest is like the tortoise in the well-known fable—it is slow, but it never stops to rest.—System.*

sales must be $500, of which $400 will represent invoice costs, and the other $100 the gain over cost. $500 a week sales means an annual turnover of $26,000.

If the merchant averages only 20% advance on cost, then it means that to obtain weekly $100 above invoice costs, he must have average weekly sales of $600, made up of $500 invoice costs plus $100 advance. In this case his turnover would require to be $31,200.

So it becomes clear that if turnover (goods sold) falls below $26,000 in the one case, or $31,200 in the other case, the costs of doing business, plus the required profit for effort, are not obtained.

When the merchant perceives in advance—which he can—just how much he must sell yearly and weekly to recover his costs and obtain his desired profit, he knows just what effort he must put forth to keep up sales to the necessary weekly minimum. Certainly he dare not go on, trusting to luck, as so many do; nor will he be content with just hoping and trusting; on the contrary, if he is made of the right stuff, he will speed up his sales and his sales staff, and begin to study his business as never before. He will do his utmost to swell the sales of goods on which he can obtain an advance over invoice cost of 30%, 40%, 50% or more; and he will not be overeager to spend much time, or have his staff spend much time, in selling goods on which only 10% or 15% or so is obtained over invoice cost. Also, he will not be very enthusiastic about bargain sales or clearance sales when ordinary or regular prices surrender all or nearly all the advance over cost contained in them. Big turnover in which there is insufficient advance on invoice price will look less good than a smaller turnover which contributes an adequate advance over invoice cost.

COMMERCIAL FAILURES

Taking it all round, 1916 *was the best business year the United States ever experienced; yet there were seventeen thousand business failures. Compared with twenty-two thousand the year before, this is encouraging; but practically one out of a hundred of all concerns in business failed, and, year in and year out, through good times and bad times, the proportion of failures never varies very far from one per cent.*

In only two hundred and sixteen of the seventeen thousand failures did the liabilities exceed one hundred thousand dollars. Nearly all the failures, in other words, were of small concerns.

Credit men assign many reasons for these failures, such as lack of experience, insufficient capital, injudicious extending of credit, overbuying — which merely means unwise buying—and so on. But we venture to guess that one cause was present in nearly all of them, to wit, poor bookkeeping. They did not keep books so as to know exactly what it cost them to do business and precisely how they stood all the time.

We recommend again to every business concern an accounting system that will show costs accurately —Saturday Evening Post.

All this goes to prove that being a real, profit-making merchant is something vastly different from being just an ordinary storekeeper.

Analysis a Secret of Success

Analyze! This is one of the first words to be learned in the language of efficiency. Always it should be remembered that the prudent man who has an ideal record of costs, and applies his knowledge practically, is the one who out-distances all his competitors in the long run. Also, one needs to remember that 90% of the men in business are getting no profit from their effort—this because they are ignorant of, or unwilling to take the trouble to ascertain, the costs of doing business, and whether a profit on top of costs is being earned. The necessary knowledge is so simply and surely possessible and the trouble so very minor, that one wonders why any dealer should continue ignorant or indifferent, especially when ignorance and indifference are robbing him of due compensation or remuneration for the labor and skill required on his part in the conduct of his business and for the risk involved—the risk of his capital.

COST OF POLICE CLOTHING

AS an indication of the increased cost of clothing it is interesting to note the prices paid by the City of Toronto when recently placing a contract for the uniforms for firemen and policemen. The price paid for officers' uniforms was $37 and the men's uniforms were $36.50. Odd trousers were ordered for the police force at the price of $11 per pair.

ORGANIZES BALL TEAM

The R. G. Long Co. have secured a franchise in the Toronto Senior City League and will be represented by what is believed will be a very strong team. The name of the team has not yet been decided upon. The move, of course, is two-fold—to do something to stimulate clean sport and to further advertise the "Bob Long" line.

Nipissing Stores, Ltd., men's furnishings, Sault Ste. Marie, is to be succeeded at Port Arthur by Coulters, Ltd.

A Good Clothing Trim

While almost exclusively a clothing window the use of palms, flowers and attractive show cards does much to take away the deadly monotony that so often is apparent in a window of this type. The free use of price cards is also a commendable feature of this window that must have made sales.

STILL HIGHER HAT PRICES IN PROSPECT

Furs Made Big Advance During Month—Straw Braids Also Take the Elevator — Embargo on United States Hats Not Considered Probable

EVERYTHING points to still higher prices in felt hats for Spring, 1919. Hatters' fur has advanced during the month $1 per pound, and supplies are becoming more and more difficult to obtain.

Embargo on French Fur

The French Government has placed an embargo on all hatters' fur exports, and in Great Britain home requirements are given preference, so there is practically no supplies coming from there either.

The shipping difficulties from Australia are continually on the increase. It is reported that some shipments have been as long as six months on the way. As it is the intention of the Allied Governments to still further restrict shipping on the Pacific in order to increase the Atlantic tonnage necessary for the conduct of the war, these difficulties and delays will be still further increased.

Fair Fall Business

Travelers have mostly made their trips for Fall and report fair business. Retailers apparently feel that in number of dozens sales will be somewhat restricted but the increased prices will hold up volume.

Talk of Embargo From U.S.

The hat trade, as well as all other branches of the men's wear business, was considerably interested in an announcement from Ottawa that an embargo was to be placed on a great many lines of manufactured goods coming into this country from the United States. There was a good deal of speculation as to whether this would include felt hats. As Canadian hat factories are already filled up with business and could accept no more if it were forthcoming, such action on the part of the Government would undoubtedly cause a hat shortage. This announcement also stated that a tax of 10 per cent. would be placed on the Canadian manufactured article to offset the duty that would be lost by the restriction of imports.

Apparently the whole announcement was premature as there has been no further confirmation. Later reports would indicate that so much opposition developed that the plan has been dropped. At any rate it is temporarily shoved on one side by more momentous matters.

Straw Hats Delivered

Straw hats and Panamas that were bought ahead have been pretty well delivered. Both retailers and jobbers will be disappointed if this does not turn out to be a phenomenally heavy Panama season. The high price of straw boaters will undoubtedly tend to help Panama sales.

A Novelty Panama

A novelty line that is being taken freely by some retailers—although others look at it a little askance—is a Panama with a bound edge. This is supplied in the color to match the band: If the band is white the binding is white. If the band is olive green so is the binding. The brim on this hat is given a slight pencil curl. Time will tell as to whether this will be a seller or not.

Straw Braids Up

As in felts so in straws, prices are advancing tremendously. Much sennet braids are imported from Japan and increases during the past month in the cheapest grades of these have been equivalent to $1.50 per dozen. Further an advance of 75c per dozen for bleaching has been added. In the finer grade hats the increase is equal to $3 per dozen.

When, in addition, it is remembered that there are increases in the cost of leathers, tips, bands, boxes, cases and labor, it will not be hard to figure out that much higher prices are yet to come.

Long Delayed Shipments

Shipping difficulties also enter into the straw hat industry. One shipment of Japanese braids being consigned to a New York hat house left Japan in March, 1917, reached San Francisco in October, and has not yet been delivered to the purchaser.

Styles Remain Staple

There are no indications of any change in styles. It would seem that higher prices are undoubtedly causing a slight reversion to the hard hat. Many a man figures that he will get much longer wear out of one of these than he will from the soft felt, and in this he is undoubtedly right. This increase is however only limited and the creased crown soft felt hat with medium width brim will continue to be the big staple seller.

As the season opens it becomes still more apparent that green and near green shades will lead the color list. Next in popularity will be brown and gray with blues making a bad fourth.

The silk finish hat will find some favorites and will be about the only thing in the way of a novelty. These will be mostly in light weight and in fact all felt hats will tend to lighter weight than formerly.

Straw Hat Season Soon

Inside of the next month the straw hat season will be beginning to open up. With warm Spring weather and sunny days the Summer of 1918 should prove the biggest hot weather-headwear season on record. Owing to the short Summer last year, many men did not buy straw hats and others that usually buy two bought only one. There will thus be few resurrections from the clothes closet. It is hardly probable that Providence has another cold wet June in store. The higher prices prevailing will possibly also tend to stave off the $1 sales, the profit-killers of the summer hat business.

COLLARS & SHIRTS

FALL SHIRT RANGES NOW FAIRLY COMPLETE

Tremendous Advances Expected For Spring, 1919 — Will Recent Slump in Cotton Affect Prices?—Big Trade Being Done in Soft Collars—An Argument in Favor of New Collar Price

FALL shirt ranges are now in travellers' hands and, as predicted in earlier issues of MEN'S WEAR REVIEW, much higher prices are in evidence.

The lowest price in most ranges is $12 per dozen, with the popular selling lines running around $13 to $15.

In styles there is little change. The number of lines with soft collars to match is a little more limited for Fall than for Spring, as was to be expected. A great many of the lines shown for Fall are made up from cloth purchased months ago and stored for this purpose.

Much Higher Prices

And as to the future? There seems no reason to expect anything but tremendously increased prices for Spring, 1919. One manufacturer, who has just returned from a buying trip to New York, writes MEN'S WEAR REVIEW as follows:

"I have just come back from New York, where prices seem literally to have run wild. There are no cheap goods on the market, and no fancy goods which can be sold next year for less than $27 per dozen, and there will unquestionably be a shortage even at these prices. All percales are so high that there does not seem to be a possibility of using them in Canada. Fibre silks are shown in great abundance, and are very handsome indeed. They are certainly coming into their own as regards a place in the trade. Pure silks are very dear and practically impossible in a reasonable quality in so far as Canada is concerned, though I believe there is a very good sale for silk yardage in New York."

All information that is available takes the trend of the above. There will be a certain shortage of cloth, and in addition prices will be very high.

British Situation

From Great Britain a certain amount of shirting cloths are still obtainable, but prices are equally high. Viyella flannels are practically unobtainable at any price, as the British Government takes preference here. One line of Irish jacquard cloth that could be profitably made into shirts a year ago for $24 per dozen is now being sold at $30, and when Spring lines are opened later on this same number will have to sell for $48 per dozen, a practically prohibitive price.

Some Statements Made

One manufacturer claims that $19.50 per dozen will be the low-priced shirt for Spring 1919; while still another sets a retail price of $4 as the lowest figure. While these figures are doubtless somewhat exaggerated, they will give some idea of the feeling in the trade.

Still other manufacturers will go so far as to say that they cannot see ahead further than the Spring of 1919. In most cases sufficient material has been found

to supply that season's requirements. A great deal of this has been secured at less than prevailing market figures. The prices that will be asked plus the difficulties of getting supplies at any price, when it will become necessary to once more go into the market, seem to many of the manufacturers impossible barriers to the conduct of a profitable season's business.

A Slump in Raw Cotton

There is some speculation as to what effect the recent slump in raw cotton will have upon future prices. Much seems to depend upon price regulating restrictions that may or may not be introduced at Washington. A sensation was caused by one representative introducing a measure to fix the price of raw cotton at 20c to the grower. While this is not looked upon as worthy of really serious consideration in the face of the opposition that would develop from a United South, it shows that a feeling exists that further advances should be prevented.

Manufactured Lines Not Affected

At any rate, up to the present the slump in the raw product has had no effect upon spinners' prices. In fact, cotton yarns in certain counts advanced 3c per pound the very day that raw cotton touched bottom figure.

Canadian cotton mills claim that prices were never based upon top notch cotton, and although the drop in the raw material may check future advances, that they will have no effect upon present prices; that, in fact, these must yet advance to put them on a level with the market.

Meanwhile retailers are buying freely, taking in many instances immediate deliveries of shirts that will be held for Fall business.

Some Novelties Shown

In the Fall ranges now being shown there are one or two novelty ideas worthy of mention. One is a white silk shirt, with fancy striped silk collar and soft cuffs to match the collar. Incidentally white silks are reported to be having good sales. Some pleated bosoms are also shown. In two samples seen by MEN'S WEAR REVIEW these bosoms were of pleated silk, with cuffs to match, while the body of the shirt was made from a plain cotton material. While this idea is not new, it is thought it will be more frequently resorted to in order to hold down prices.

Advices from New York show that prices there are equally "up in the air." It is stated that most manufacturers will not attempt to produce lines for Spring to retail at less than $2, and a number of the shirt houses that have always featured quality will make $18 as their lowest figure.

New Collar Price

The change in collars seems to have been effected without much embarrassment to the trade. Undoubtedly there will be rather less collars sold, as one at a time will now be the rule. One retailer

(Continued on page 56.)

KNITTED GOODS

GOVERNMENT ORDERS OF $5,000,000

Published List of Contracts Placed With Canadian Knitting Mills During 1917—List Issued by Quartermaster's Department of U.S. War Office.

THE Quartermaster's Department of the United States War Office has made public a list of contracts made between April 12 and December 19. 1917. These include a number of Canadian mills and will make interesting reading as it will give some idea of the volume of this business that has been handled in this country. It is understood that there have been other contracts let since the first of the year and of course they are not included in this list.

Stockings—Wool, Heavy Weight

	Pairs
Atlantic Underwear, Moncton, N.B.	120,000
Boyd, Caldwell & Co., Lanark, Ont.....	519,600
T. A. Code, Perth, Ont.	101,400
Finnie & Murray, Winnipeg, Man.	27,000
J. G. Field, Fairstock, Canada.....	68,088
Griffith-McNaughton, Ltd., Arnprior....	12,280
Garayt Knitting Co., Montreal, Que.....	188,340
Glen Woolen Mills, Glen Williams, Ont.	66,000
Geo. E. Hanson, Hull, Que.....	120,000
Hawthorne Mills, Carleton Place, Ont...	402,000
Holeproof Hosiery Co., London, Ont.....	30,600
Johnson & Shardlow, Lennoxville, Can.	240,000
Kingston Hosiery Co., Kingston, Ont....	756,000
Mercury Mills, Hamilton, Can.	356,000
Mitchell Woolen Co., Mitchell, Ont.....	276,000
Melrose Knitting Co., Glen Williams, Ont.	336,000
John McMurchy & Sons, Brampton, Ont.	480,000
MacKenzies, Limited, Ottawa, Ont....	253,140
McMahon, Granger & Co., London, Ont.	253,140
Northern Knitting Mills, Chesley, Ont...	25,560
Penmans, Limited, Paris, Ont.....	1,168,800
Robinson, Little & Co., London, Ont.....	7,240
D. W. Smart Co., Toronto.....	15,028
Wreyford & Co., Toronto, Ont.	44,400
Total number of socks	5,671,076

Winter Weight Drawers

Aboud & Bousemara, Montreal, Que.....	456
W. R. Brock Co., Montreal, Que.....	2,368
Dods Knitting Co., Orangeville, Ont.....	84,000
Duchesne & Co., Montreal, Que.....	420
Gault Bros., Montreal, Que.....	4,860
D. Graham, Sons & Co., Inglewood, Ont.	24,000
Hodgson, Sumco Co., Montreal, Que.....	3,930
Kingston Hosiery Co., Kingston, Ont...	50,000
Mercury Mills, Hamilton, Ont.....	40,800
P. B. Martin, Montreal, Que.	1,720
McCall, Sheehyn & Son, Quebec, Que...	1,819
Penmans, Limited, Paris, Ont.....	600,583
A. Racine, Montreal, Que.	3,146
Reliance Knitting Co., Toronto, Ont.....	36,000
Schofield Woolen Co., Oshawa, Ont.	16,203
Standfields, Limited, Truro, N.S.	30,000
Thibaudeau, Freres & Co., Quebec, Que...	1,200
Thos. Waterhouse & Co., Ingersoll, Ont.	84,000
Zimmerman Mfg. Co., Hamilton, Ont....	180,000
Total number of drawers	1,165,505

Woolen Gloves.

Brampton Glove Co., Georgetown, Ont...	150,600
Ferguson & White, Stratford, Ont.	420,000
Mitchell Woolen Mills, Mitchell, Ont....	490,000
Stratford Glove Makers, Stratford, Ont.	726,600
Scotch Glove Co., Stratford, Ont.....	440,000
Total number of gloves	2,236,200

The prices paid for these garments are also given and these vary considerably, but it is safe to estimate that $5,000,000 has been spent in Canada among the different knitting mills. There is hope that this business will be kept up throughout the coming year.

It is noted that contracts for finer grades of underwear and cotton hose were all let in the United States as the facilities to handle this class of goods seem to have been sufficient. Few of the United States mills were, however, equipped with the machinery necessary to knit the coarser garments suitable for trench life.

PIONEER PASSES

ON April 11 the death occurred of Hyman Vineberg, aged 68 years. He was one of the pioneers of the Jewish community of Montreal, having settled there about fifty years ago. He took an active interest in commercial affairs and was a life-long member of the Shaar-Hashomayim Synagogue. H. Vineberg of H. Vineberg & Co., clothing manufacturers, is a brother.

CLOSES MONTREAL FACTORY

THE Crescent Manufacturing Company announce that they are discontinuing making Crescent shirts in Montreal; these hereafter will be made in the Van Allen factory in Hamilton, which has long been under the control of the same firm. This factory will in the future turn out both Crescent and Van Allen shirts and one staff of travellers will carry both lines.

The closing down of the Montreal plant has been decided upon owing to the extraordinary conditions of the world's markets; materials are hard to procure, some almost impossible at any price, and cotton goods have all advanced to unprecedented figures. Facing this situation this company has decided to concentrate shirt manufacturing in the one factory.

HOSIERY SHORTAGE PREDICTED

Difficulty in Getting Necessary Yarns—Believed Underwear Supply Will be Ample—U. S. Knitting Mills Loaded With Government Business

MANUFACTURERS and jobbers insist that there will be a hosiery shortage this coming Fall. This applies particularly to cashmere and worsted lines. The great difficulty is to obtain yarn supplies. One large mill has written leading jobbers cancelling some lines that had been booked for Fall. The inability to secure yarn is given as the reason.

Others again are accepting business, but only in very limited quantities. In no cases can jobbers secure the desired quantities.

No Signs of Improvement

The Canadian Wool Commission announced a couple of months ago that it was hoped this situation would be relieved as arrangements were being made to increase the allotment of "French" process yarns to this country. So far apparently there has been no noticeable result of any such movement and in view of the news regarding the whole woolen situation in Great Britain it is highly improbable that the expected increase will materialize.

There is really little to report in the knit goods situation at the present time. Fall business has been cleared up and sorting on Spring lines has not yet opened up.

It is not expected that there will be any shortage in underwear for Fall unless Government requirements should become more noticeable. Placing business is reported to be only fair. Some jobbers report that it was up to expectations as many feel that retailers are carrying heavy stocks and have decided to reduce these this coming Winter. In cotton goods for Spring sorting there are fair stocks on hand in most warehouses and in the majority of cases these can still be bought at prices prevailing when Spring business was first opened. Mills have, however, advanced their prices in the interval and once jobbers' stocks become depleted these advanced prices will have to be asked from the retailer.

U. S. Mills Very Busy

In the United States all mills, both hosiery and underwear, seem to be completely filled with Government business. The necessity of hurrying up the different drafts has caused still heavier demands upon the knitting mills.

NECKWEAR

JAPANESE CREPES AND PATTERNS BIG SELLERS

Craze for Bright Colors Even More Pronounced—Are Smaller Shapes Likely?—Neckwear Silks Advancing in Price—Serious Tie Lining Situation Develops.

MANY a man coming down Yonge Street, Toronto, during the second week in April thought he had been struck with lightning until rubbing his eyes again he realized that it was only a reflection from a tie display in Imrie Bros.' window. Were they loud? Well, even Bob Fleming's street cars seemed to slip past silently in contrast.

It is said this particular showing sold well and is an indication of the trend of the day.

Japanese Effects Sellers

Everywhere throughout the country the flashiest of flashy neckties have been seen, many of them in Japanese effects and Japanese patterns on crepe failles and foulards. What is more they have been selling.

Some manufacturers are inclined to think that this phase will wear itself out, but so far there is no indication of such a change of heart.

"All printed patterns are selling well and the louder the pattern the better," is what is heard everywhere. Undoubtedly Japanese crepes have had a big run. There is considerable difference in opinion among the manufacturers as to how these goods will hold up, but what is of the most importance, they sell and sell fast and bring good prices too.

A Mogadore stripe in cross bar effect shown by Tooke Bros.

Such houses as have not handled the real Japanese crepes have handled similar patterns printed on foulards, grenadines, and crepe failles.

A Slight Slacking Off

Manufacturers report a slight check in the demand for neckwear, although it is believed backward weather conditions have been largely responsible. However, there is little complaint to be made as business has been splendid all Spring and retailers report a nice Easter trade.

There is absolutely no reason to believe that this condition will not continue throughout the Summer, although there may be slack spells.

Clothing Prices Help Neckwear

One tie manufacturer believes that higher prices in clothing help the tie business. The average man who has been used to buying three suits a year at $25 will hang back from this when he finds the cloth he desires priced at $50 or $60. But he will feel that he has to have something new to brighten things up and a new tie will present itself as the solution where a small investment will have to some extent the desired effect.

Silks Advancing

Neckwear silk is very firmly held. Raw silks have also advanced during the past month and the whole market has toned up in sympathy. Tie houses report lines to retail at 50c as practically finished and there are no prospects of future supplies.

Linings High and Scarce

One of the difficulties that tie manufacturers are facing is the shortage and high price of tie linings. Formerly these came almost entirely from Great Britain. Shortage of supply in this market is causing manufacturers to look elsewhere. Canadian cotton mills simply will not accept the business and United States

Fancy but popular, from the range of E. & S. Currie.

One of the popular Japanese crepes shown by W. Milne.

Bat Wings
$4.25 the dozen

Seasonable Cravats

All Silk

Perfectly printed foulards in numerous neat designs suitable for Bat Wings or Flowing end scarves

Permit us to send you an assortment

You'll be more than pleased with them

Large flowing end
Four-in-hand
$6.00 the dozen

A. T. REID Co., Ltd.
TORONTO
Makers of Better Class Cravats

If interested, tear out this page and keep with letters to be answered.

prices show advances of 50 per cent. to 75 per cent. over figures heretofore paid. As an example of what this means, linings that used to cost about 18c will now run, landed, from 45c to 50c. Recently one tie house received a quotation from a British mill. The lining specified used to be laid down in Canada at 15c a yard. The new price was 27c f.o.b. London, England. When 32½ per cent. duty plus freight and insurance rates is added, it is easy to see what this means.

The ground of this tie is a rose pink. Shown by Niagara Neckwear Co.

"Linings may well have as much influence over the price of neckwear as the silks themselves if this keeps up," is the way one manufacturer described the situation.

Smaller Shapes Coming?

New York reports a slight tendency to work away from the larger shapes. A narrow folded-in four-in-hand, intended to be worn with close-fitting collars is reported to be finding a good sale. Grenadines are stated to be among the best sellers in high-grade neckwear. A certain amount of French silks in this class are still coming through but assortments are very limited.

A large trade in bat-wing bows is looked for by everybody. The fact that these can be procured to retail for 50c in a nice range of patterns will undoubtedly help the sale.

Wash neckwear is also reported to be moving fairly freely, although after all this has always been a somewhat limited business with the Canadian men's wear man. The Summer season is rather too short in this northern clime, and the selling time is thereby much restricted.

Some retailers state that the restriction of window lighting is interfering to a certain extent with neckwear sales. Undoubtedly many ties are bought from window displays. However, Saturday nights are the big necktie nights and the light is allowed then.

FALL SHIRT RANGES NOW FAIRLY COMPLETE

(Continued from page 52)

said that was not an unmixed evil, as a customer would have to call that much oftener in order to keep his collar wants supplied, and this would give the men's wear dealer so many more opportunities to interest him in something else. While, of course there are weak spots in this reasoning, as every retailer knows, such as an opposition store happening to sell the other two collars, still it is a point worthy of consideration.

The sale of fancy silk collars continues very heavy. Many who thought these would wear themselves out in a month or two are surprised at the way the demand keeps up.

In fact, soft collar trade all through the range is phenomenal. This includes the number that are sold with the shirts, in cloths to match. One authority takes the stand that the soft collar will soon almost entirely replace the laundered collar. He bases this reasoning on the way that the soft cuff has practically ousted its starched cousin. While few will agree that this reasoning is exactly logical, there is no doubt that soft collar sales are vastly increasing, and what is more, are selling the year around instead of constituting an exclusively Summer line. This demand is equally noticeable in the United States as in Canada.

No change has as yet taken place in waterproof collars. Retailers seem to expect that same will soon materialize, as big orders are being placed.

One of the shirt manufacturers is introducing what is called a double wear cuff. It is so made that the cuff will fold easily and perfectly either way, and so finished that either side is the right side. The interlining is cut away at the fold and reinforced to the two outer pieces by rows of stitching, yet the stitching does not show, no matter which side of the cuff is turned out.

There is said to be a strong demand for this type of cuff in the United States, where it is being featured on many of the higher-priced shirts.

AD-WRITING AND DESIGNING

(Continued from page 47.)

hand, one would say that the black face type is the larger. Technically it is identical in size with the light face type—both are 6-point.

Words in Square Inch

Now, with this understanding of how type sizes are indicated, the following calculations will be interesting to the untutored ad-writer.

WORDS TO THE SQUARE INCH

Square inches	Sizes of Type			
	6-point	8-point	10-point	12-point
1	47	32	21	14
2	94	64	42	28
6	282	192	126	84

The ad-writer himself should be careful to provide approximately the right number of words to occupy the space allowed in his dummy or layout in the desired size of type face.

The foregoing is semi-technical, yet it is something that the ad-writer who is trying to do good work should know. *The above examples of reset advertiseme freaky treatments. The resets are by o* If any man wants to know more about this and other phases of advertisement construction he can buy books on the subject.

Summing it All Up

This contribution to MEN'S WEAR REVIEW started out with the suggestion that illustrations be used to make advertisements more attractive and interesting, and to give them added selling value.

Then it went on to state that simple news about goods or service makes the best-liked kind of advertising. Then followed something about advertisement-composition. The thought is: The pre- black face type is the larger of the two. Technically it is identical in size with paration of advertising is a simple *nts illustrate how much better simple pl ne of Canada's best typographers, Joe Ottawa. Read his notes on the engraved* enough thing. No mystery or difficulties surround the writing and designing of an advertisement. There are some—nay, many—things to be learned, and as one goes far in his studies and practice, one will be acquiring new and highly interesting and useful knowledge about advertisement writing and designing, and about the functions of advertising. Just now, however, we are concerned with some basic, A B C things, readily comprehensible and really very useful. One must always begin at the beginning—build on foundations or bases and it may be that for some readers of MEN'S WEAR REVIEW what has here been written and presented will be of the nature of useful and desired basic material.

GOVT. COMMANDEERS UNITED STATES WOOL

JUST as we go to press word has been received that the United States Government has decided to commandeer the United States domestic wool clip and pay about 65 cents a pound, which is approximately the price paid for wool on July 30, 1917.

It is reported that the reason why the United States Government has done this is to stop speculation and steady prices. This will have a beneficial effect on Canadian wool because it will assure a fair price to the grower and the ultimate buyer. Approximately 10,000,000 pounds of wool will be shipped to the United States this season, where it will be considered on the same basis as United States domestic wool.

FOR RENT

SPACIOUS STORE VACANT RIGHT ON Market, Hamilton, one block west James, half block north King. Established stand for men's wear business. Former tenants did successful clothing business. Right location for farmers, working and middle class trade. Thos. Ramsay, 1a Market Square, Hamilton.

Wolthausen

Cover Your Requirements at Once

We are preparing, to the best of our ability, under existing trying circumstances, to meet all the demands for Fall models. You will help us materially—and help yourself too—by letting us know at once what you need.

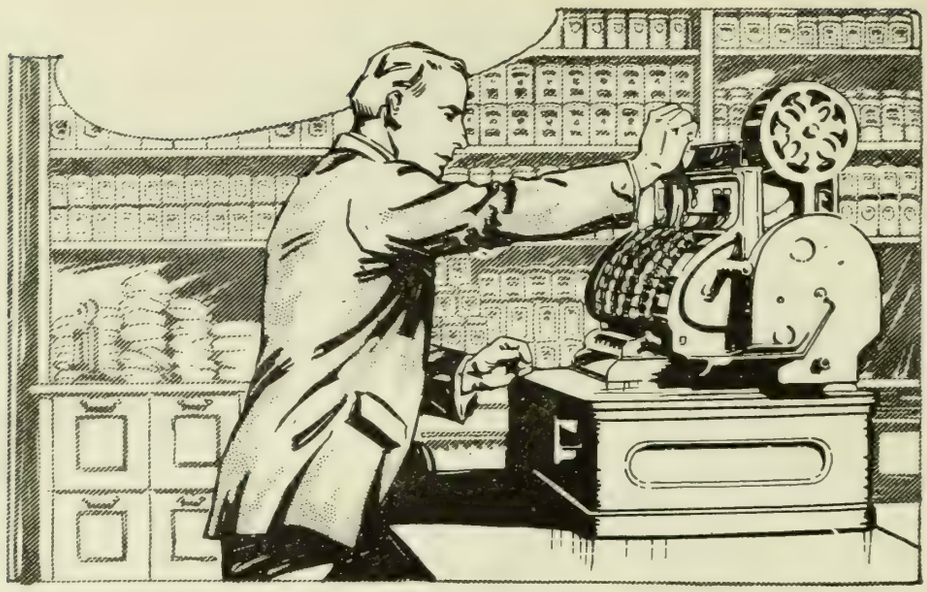
The Wolthausen Hat Corporation Limited

BROCKVILLE, CANADA

MONTREAL
Mappin & Webb Building

TORONTO
Cosgrave Building

If interested, tear out this page and keep with letters to be answered.



War conditions make accurate information very necessary

Canadian merchants are now troubled with new war-time conditions that require special attention.

(1) Turnovers are greater, but with less profit. (2) Clerks are scarcer, more costly and less efficient. (3) Overhead has increased out of proportion to profits.

To meet these conditions and maintain a normal percentage of profit, it is essential for the merchant to get his business figures promptly and accurately every day.

A National Cash Register will give you just the figures you most need to obtain complete control of your business.

With an N.C.R. System you can tell whether your turnovers and overhead are in proper proportion to your profits.

It will tell you whether you are getting all your profits—and enable you to know that the money is actually in the bank.

It will show which clerks are efficient, how many sales each is making, how much they amount to separately and together, and what kind of transactions they are. It will show which clerks are accurate, and which are making costly mistakes.

A National Cash Register will stop the guesswork and the losses

——————For further information fill out this coupon and mail it to-day——————

Department No. C-14.
The National Cash Register Company of Canada, Limited, Toronto, Ont.

Please give me full particulars about the way an N.C.R. System will stop guesswork and losses.

Name ..... Business .....

Address .....

If interested, tear out this page and keep with letters to be answered.

Corn Flower Cravats

Bring Summer With Them

Many Designs
Colorful Tones

$5.50 per
Dozen

Niagara *Novelties*

ALL MADE WITH

"MITCHELL SLIDE EASY" BANDS

ORDER BY MAIL

NIAGARA NECKWEAR COMPANY, LIMITED

NIAGARA FALLS, CANADA

Offices: Toronto, Winnipeg, Calgary, Montreal, 301 St. James St.: Melbourne, Australia, Sydney, Australia, McRorie & Co. Pty. Ltd.: Buenos Aires, Suipacha 341, Luis Bocchio; Amsterdam, Jacobs & Vles; Caracas, S. America, Rafael Pardo: Auckland, New Zealand, W. R. Rainger; Guayaquil, Ecuador, Lima, Peru, Romanet & Co., Barbados, B.W.I., Wm. Wilson, Ltd.; Vancouver, 604 Mercantile Building; Valparaiso, Chile, Monte & Petit Bon; Kingston, Jamaica, N. Chas. Henriques; Barcelona, Spain, Miguel Rojo Grape, Kristiania, Muller & Oddmar; also in Columbia, Mexico, Brazil, British Guiana, Trinidad.

If interested, tear out this page and keep with letters to be answered.

Stifel's Indigo Cloth

Standard for over seventy-five years

For Men's

Overalls, Jumpers and Uniforms

and

Miss Stifel Indigo

the kid glove finish cloth for women's

Overalls and Work Clothes

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the women's work garment business.

Manufacturers, Dealers, look for the boot trade mark on the back of the cloth when buying—it's your guarantee and your customer's guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

STIFEL'S
REGISTERED

J. L. STIFEL & SONS

Indigo Dyers and Printers WHEELING, W. VA.

NEW YORK.....260-262 Church St.
PHILADELPHIA.....1033 Chestnut St.
BOSTON .....31 Bedford St.
CHICAGO.....223 W. Jackson Blvd.
SAN FRANCISCO
Postal Telegraph Bldg.
ST. JOSEPH, MO....Saxton Bank Bldg.
BALTIMORE .....Coca-Cola Bldg.
ST. LOUIS.....928 Victoria Bldg.
ST. PAUL. .....238 Endicott Bldg.
TORONTO.....14 Manchester Bldg.
WINNIPEG .....400 Hammond Bldg.
MONTREAL....Room 508 Read Bldg.
VANCOUVER...506 Mercantile Bldg.

Copyright 1917, J. L. Stifel & Sons

For the very latest Models in Boys' Coat or Vest forms see

DALE

Canada's Leading Manufacturer of Display Forms

Everything for the Better Display of Merchandise

DALE WAX FIGURE CO., Limited
109 King Street East, Toronto
MONTREAL OFFICE
J. Bogat, 142 Bleury Street

SHIRTS

That are superior in quality, distinctive in style and reliable in manufacture.

SHIRTS

that offer the utmost in value.

A large range ready for your inspection.

The Deacon Shirt Co.
Belleville, Ontario

If interested, tear out this page and keep with letters to be answered.

Where the latest trend of fashion is correctly mirrored

You can always look for the very latest and snappiest things in Men's Togs in the WEARBEST assortments.

Wearbest clothes are stylish without being bizarre and the fabrics are always the pick of the market.

Add to that fact the excellence of Wearbest Tailoring and you will readily see what a splendid selling proposition we offer you.

Prepare now for the good extra business by laying in an ample stock of Wearbest values.

Write us and arrange for our travellers to call.

THE wear best BRAND

The Wearbest Clothing Mfg. Company

Makers of Styl.sh Clothes for Men and Young Men

149 NOTRE DAME STREET WEST, MONTREAL

If interested, tear out this page and keep with letters to be answered.

Fine for your juvenile department!

LION BRAND BLOOMERS

The dependability of these good-looking Boys' Bloomers will be a factor in building up your juvenile trade.

Parents like them for their wearing qualities while their natty, good looks appeal to the wearers.

Select your stock from our complete assortment.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

Taylor-Made

Garment Hangers

No. 74B

$12.50 per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.

Hamilton Ontario

FOR THE MILLIONAIRE

Made in Canada

"Everyman's" TRADE MFD BY MARK DAVIS BROS

For Canadians

FOR THE MILLION

Real Trouser Values

You cannot connect with a better trouser assortment or one more calculated to win you increased trade and customer confidence than the values we now offer you in

EVERYMAN'S

—the trousers for the millionaire and the million

Fancy striped worsteds, serges, tweeds, corduroys, etc., all are included, and every style is available.

Ask us to send you samples and prices before buying your new stock. Our values are convincing.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

"Craftana"

Registered No. 262,0[illegible]

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

THE NEW WAY SYSTEM

A NEW WAY STORY

Truth is stranger than fiction, and the truth of the efficiency of the New Way System is best shown by results.

The photograph above illustrates the condensation of stock, the one hundred per cent. display and the spaciousness of the selling space in the Clothing Department of Bibby's, Limited.

The results from the selling point of view are beyond belief in every installation, as depleted staffs are able to handle increased business, with a consequent reduction of overhead.

Bibby's, Limited, are installing the New Way System throughout their store, the photographs in the reading matter showing their new Gents' Furnishing Department equipped with New Way Units.

Full particulars on request.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

If interested, tear out this page and keep with letters to be answered.

Lowering the Cost of Getting Orders

THEY were talking about the high cost of getting orders—were Brown and Jones. They were agreed on some things: train service was interfering with ability of salesmen to call on as many as formerly; hotel bills were adding heavily to the weekly expenses of salesmen; congested freight and express service was interfering with quick deliveries; salaries of men were going up; labor of all sorts, as well as materials, was becoming higher-priced.

Then Brown said: "I am giving a good deal of thought to the training of my salesmen. I am endeavoring to make them produce more business—to sell more goods, and to reduce the number of futile calls. I notice that they are giving much attention to this subject in the United States, and that in Canada some firms are paying serious attention to this matter of better salesmanship."

"What are you doing?" said Jones.

"Well, I haven't done a great deal so far, for I am in the initial stages of my studies. But one thing I have learned: it is that my men haven't been analyzing the causes of their failures to make sales. I can't blame them, for I myself haven't troubled myself to dig into this phase of the selling game. Now I am asking myself and my men—Why the failure to get the order?

"I have discovered a good deal. One thing is that my men haven't known enough about the goods they took out to demonstrate them convincingly. This is largely our fault. So we are using time and printed matter to make our men know exactly what they have to offer.

"Another thing we have had impressed on us is that our men haven't been approaching their prospects always in the best way. They have been too keen to sell rather than to serve.

"I saw a thing the other day that is good—by a man named Casson. He said the average salesman's method was "Talk—Argue—Compel.' As against this, he recommended: Listen—Agree—Oblige.

"What he means is that the salesman must get on the side of the buyer if he is to have best results. And so I am doing something to get my men trained to acquire the point of view of the man they canvass—this first. When a salesman postpones his sales talk until he has won the interest and attention of the prospect, he is in a much more favorable position to put across his proposal.

"I read recently an advertisement of the FINANCIAL POST in which it told of Frank Mutton, President of the International Business Machines Company, in which he said that he has subscribed to THE POST for each of his salesmen in order that they may be well informed about business conditions and affairs in Canada—this as an aid in making sales. The idea, I infer, is to make his men quick to get the point of view of the men they are to canvass—to become possessed of a kind and amount of information which will enable them to make themselves interesting to prospective buyers of time-recording machines.

"Now, I have known Mutton for many years—known him to be a super-salesman. In subscribing to THE POST for his salesmen, I saw one of his methods—secrets, if you like. So I got THE POST myself to see how my men could make use of it for the same objects.

"I have subscribed to THE POST for 4 months at the cost of a dollar per salesman, and I have been having my men report to me in writing just how they are finding The POST useful to them. They read THE POST with one question uppermost: What item or article in this issue can be used by me to help me make sales?

"I want to tell you, Jones, that I am delighted with the experiment. The minds of my men have been stimulated. They are "cashing in" on what they read. They relate certain items or articles to certain prospects, and they are approaching their customers with greater confidence, greater art, and with more persistency, born of a surer knowledge of how our product is worth the other man's consideration and purchase.

"My men are bringing in more business, and this offsets the increasing costs of going after business."

* * * *

A VERY suggestive conversation, is it not? The point of its reproduction here: If you think the idea put into operation by Brown (and Mutton who is paying for 50 subscriptions for men in his employ) is worth your consideration, then investigate THE POST for yourself. Instruct us to send THE POST to you that you may investigate it from the angle—What is there in this paper that my men can use to help them "get next" their prospects with a view to making more sales and in quicker time?

So we suggest to you that you sign the coupon below.

Just what does the FINANCIAL POST aim to do? The answer is: It gives business men information about every important happening in every part of Canada as this happening relates to Business. It follows the various listed and unlisted securities, and gives each week clear and accurate and up-to-the-minute information about them. It tells about the movements and influences affecting such groups of investment interests as Iron and Steel, Textiles, Milling, Pulp and Paper, Transportation, and so on. It has numerous contributed articles of first-class interest and importance. It contains much personal matter—notes and sketches about men of influence or position in the public eye whose doings or sayings have relation to Business. Withal, THE POST is extremely readable. It is edited and prepared by trained journalists—the highest-priced staff of men on any publication in Canada. All this makes THE POST a "different" paper, and a good one. The subscription price is $3.00 (52 issues—Saturdays); or 4 months for one dollar.

— —

The MacLean Publishing Company, Ltd.,
143-153 University Avenue, Toronto.

Send me THE FINANCIAL POST (weekly, every Saturday). Subscription price of $3 will be remitted on receipt of invoice in the usual way. Have addressed to

. . . . . .

M W R . . . . . .

"Dreadnought"
The Glove Invincible

Strong and Durable. Note special thumb and finger protectors. All seams reinforced. Made in Horse-Hide and Buckskin.

The very thing for Railway Men, Iron Workers, Etc.

Other cheaper grades. All wonderful values.

Write for Samples and Prices

Montreal Glove & Mitten Works
12 Bernard Street - - Montreal

CASH FOR OLD HATS

We will buy in all your left-over hats for spot cash.

SOFT HATS
STIFF HATS
FUR HATS
WOOL HATS, Etc.

All Sizes, Colors, Shapes, Materials.
The Sooner the better.

Go through your old stocks and ask for our list of prices on any you want to convert into cash.

Dubrule Mfg. Company
164 McGill St. MONTREAL

Taylor-Made

Garment Hangers

No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trouser Bar, at

$7.50 PER HUNDRED

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton Ontario

THE
LACE GOODS CO.
LIMITED
64 Wellington Street W. - TORONTO

The Handkerchief House of Canada

We specialize in Handkerchiefs of all kinds for future and immediate delivery, and we draw your special attention to the following men's lines:

Khaki Handkerchiefs, plain or mercerized finish.
Linen Handkerchiefs, all prices, to sell from 25c up.
Lawn Handkerchiefs, hemmed or hemstitched, all grades.
Colored Bordered Lawn Handkerchiefs, plain or mercerized finish.
Linen Initial Handkerchiefs.
Lawn Initial Handkerchiefs.

Our "LACO" Packet contains two soft-finish lawn handkerchiefs ready for use, perfectly sanitary. Sell 25c packet.

THE
LACE GOODS CO.
LIMITED

12 to 18½

13 to 17

12 to 18½

14 to 19

KANTKRACK

Trade Mark Registered

—the brand of the perfected Composition Collar

The supreme linen-like finish and all-round dependability of KANTKRACK Collars have made them steady favorites with every man to whom practical economy appeals.

For the KANTKRACK Collar has all the appearance and all the style of the real linen collar, but there's one **big** difference—KANTKRACK Collars never cost a cent in laundry bills. A little sponging with clean water makes a KANTKRACK good as new and ready for immediate wear.

Every customer's taste can be suited and every size neck can be fitted from the KANTKRACK assortment.

Get the **KANTKRACK** reputation working for you.

Sole Canadian Manufacturers for the Onli-Wa Tie Holders.

The Parsons *and* Parsons Canadian Company

Makers of the famous KANTKRACK composition collar

Est' in U.S.A, 1879 HAMILTON, CANADA Est. in Canada 1907

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

"DOMINION RAYNSTERS"

Even a raincoat can be made to have a smart, dressy appearance. That is why our Dominion Raynsters are so popular. The fit and the finish appeal to careful dressers who are looking for smart effects.

In that respect our designers are experts. They give *"Dominion Raynsters"* a distinctive style that pleases the trade because it satisfies the buying public. Don't accept our statement for that fact, but look around and make comparisons. The more you do the more you will be convinced that the *"Dominion Raynster"* is the raincoat you should carry in stock.

For further particulars, write to our nearest branch.

Canadian Consolidated Rubber Co.,
Limited

Head Office: MONTREAL

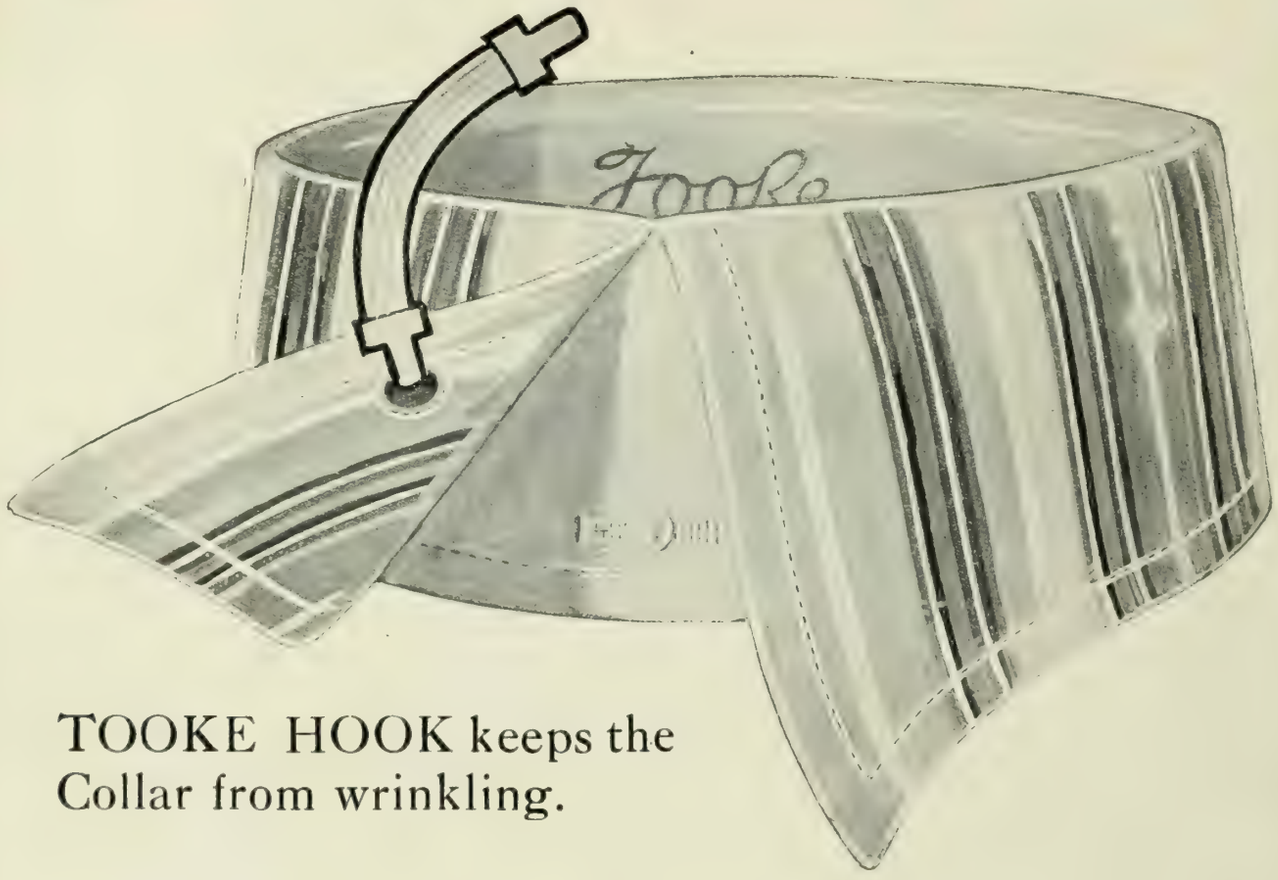
Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria.

DOMINION RAYNSTERS ARE MADE IN CANADA

Tooke

SOFT COLLARS

WITH PATENT HOOK



TOOKE HOOK keeps the Collar from wrinkling.

This is the IDEA—

that has revolutionized and popularized the Soft Collar in Canada.

THE TOOKE HOOK IDEA was originated within the walls of our own Plant and is now an exclusive feature of the famous line of TOOKE SOFT COLLARS. Our showing for the coming Season is the best and largest assortment ever produced.

We are mailing to all our customers our new and profusely illustrated Catalogue. If yours does not arrive, advise us.

Goods ready for immediate delivery.

TOOKE BROS., Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

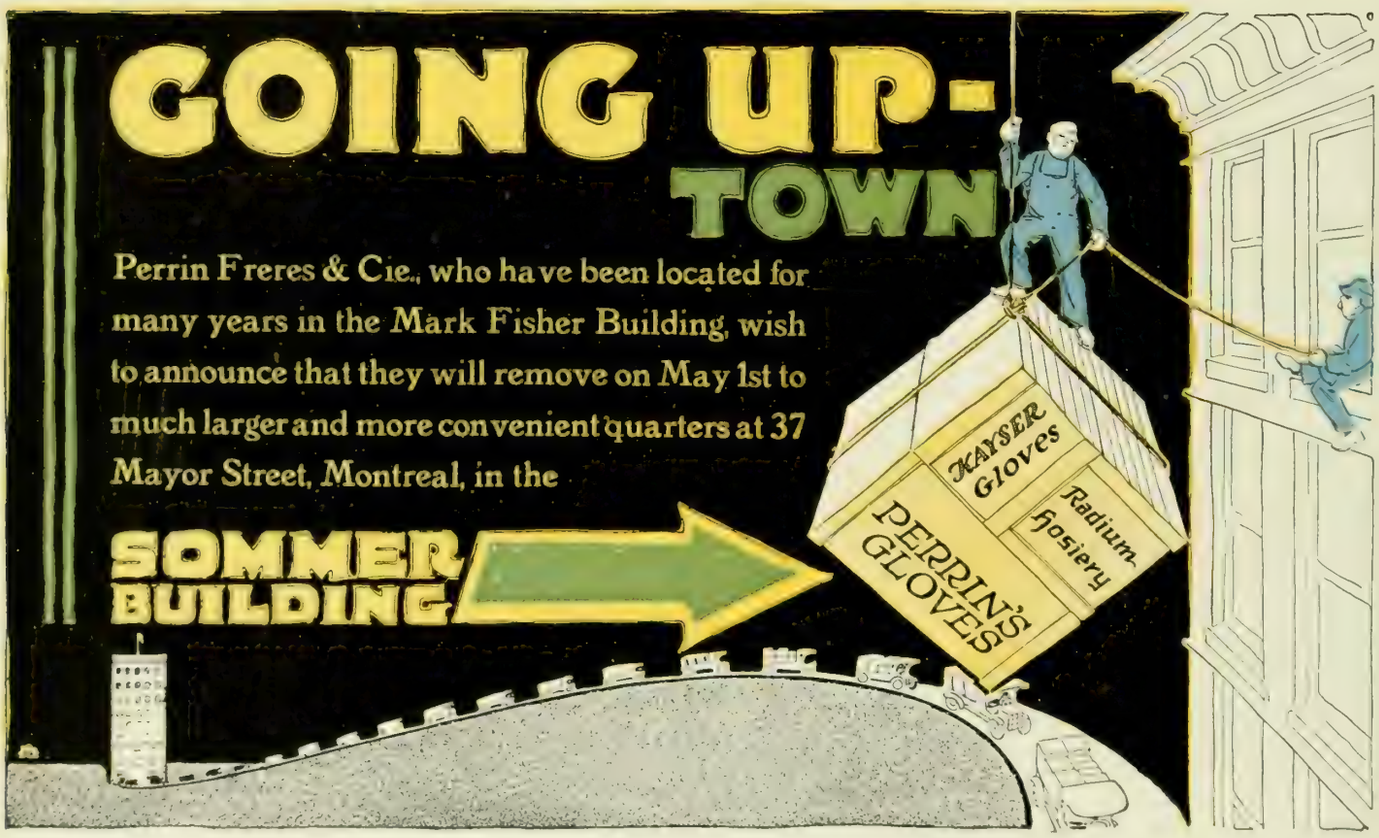
"The Exclusive Tooke Hook"

PATENTED APRIL, 1917

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII. PUBLICATION OFFICE: TORONTO, JUNE, 1918 No. 6


GOING UP-
TOWN
Perrin Freres & Cie., who have been located for many years in the Mark Fisher Building, wish to announce that they will remove on May 1st to much larger and more convenient quarters at 37 Mayor Street, Montreal, in the
SOMMER BUILDING
KAYSER Gloves
Radium Hosiery
PERRIN'S GLOVES

Milne's Neckwear News for June

One of our new Italian silk cravats in the $16.00 shape.

New Italian Goods Just to Hand

We have the first shipment of this trade-winning line to reach Canada for some time.

The goods we are making up in three shapes at $16.00, $18.00 and $20.00.

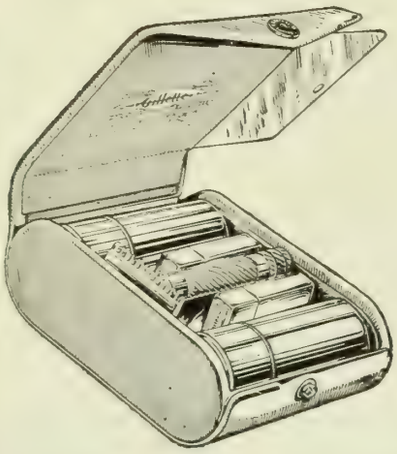
The $20.00 shape you will be particularly interested in. It is a hand-made tie, and straight cut. Those who have been able to try it out this early find it a winner.

WILLIAM MILNE
50 York Street Toronto

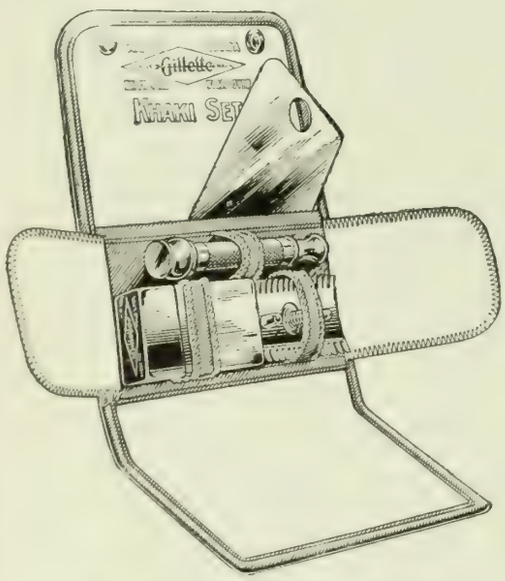
NEW LINES CONTINUALLY ARRIVING.
ALWAYS INSPECT THE MILNE OFFERINGS.

If interested, tear out this page and place with letters to be answered.

24-Hour Days are all too short to keep far ahead of the Demand for Gillette Razors and Blades



Combination Khaki Set No. 18



Soft Roll Khaki Set No. 19

IN spite of the fact that the capacity of the Gillette factory has been several times multiplied since 1915—in spite of working day and night—we are barely able to keep up with our orders.

These come not from Canada alone, but from Australia, South Africa, New Zealand, Tasmania, Fiji Islands, India, and every Allied country except the United States. In the Boston Gillette Factory they are driving ahead on orders for over a million razors and thirty-six million blades for the U.S. army and navy. Sales to Canadian and Allied soldiers and sailors are tremendous.

Of course we are glad to hustle on these military and naval orders, but it limits the time we can give to our regular Canadian trade. You may be sure we are doing our best to supply every Gillette dealer in Canada—but you will be wise to place an order promptly covering your Summer's requirements.

We will ship each order as soon as we can, so that you may be able to take care of your regular customers and of the big demand from the men of the new army. Don't stint your order—it will be easier to sell more than to get more!

Canadian Service Set No. 20

Gillette Safety Razor Co. of Canada, Limited.

Office and Factory

65-73 St. Alexander St. **Montreal**

If interested, tear out this page and keep with letters to be answered.

Canada's Oldest and Largest
Tailoring Institution
Established 1885

"Tailors to the Canadian Gentleman"

Dealers find Hobberlin Tailoring Service profitable because it enables them to serve not only the man of average means, but the trade of those who previously insisted upon high-class custom tailoring. It was because of the men of standing in every community in Canada who found Hobberlin tailoring entirely to their satisfaction that the phrase "Tailors to the Canadian Gentleman" was adopted.

Hobberlin Tailoring meets every requirement from the popular priced business suit to the morning or frock coat. Customers find in a Hobberlin Suit or Overcoat the essential factors – Style, Fit, Workmanship in ideal combination. They realize that the success of Canada's greatest tailoring organization is based on

SERVICE & QUALITY

Today is not too early to write us about Hobberlin Agency for Fall 1918.

The House of HOBBERLIN Limited

9 – East Richmond St. Toronto, Ont

If interested, tear out this page and keep with letters to be answered.

Summer Togs at Miller's are now ready for Sorting

We are now well stocked with as smart a lot of Summer suits as you could wish to see—every one styled and tailored in harmony with fashion's very latest demands.

Miller-made Summer weight Clothing offer your customers an ideal combination of style and value.

Sort over your requirements on this line now and when ordering don't forget

We can make immediate deliveries, but first come will get the best selections.

The Miller Walking Breeches

A Real Seller for the Military Trade

The soldiers' custom is now particularly worth while. The new armies are mostly made up of men who have been earning good money right up to the time of their call. These men will have plenty of money to spend upon "extras," such as the Miller Walking Breeches, and their custom will go to the dealer showing these lines. The Miller Breeches are, without doubt, the most popular line to be had for your military goods displays.

Make your store headquarters for the soldiers' trade by showing the Miller Walking Breeches regularly.

SORTING SPECIALS

White Duck, Khaki Duck and Flannel Trousers.
Lustre Coats.
White Duck Coats.
Dusters.
Tweed Pants.
All ready for immediate delivery.

The Miller Manufacturing Company, Limited

Makers of the Famous Miller Breeches

44 York Street - - Toronto

If interested, tear out this page and keep with letters to be answered.

Zimmerknit Window Trimming Suggestion No. 3

ZIMMERKNIT

Trade Mark

Hatch One-Button Combinations for Men, Women and Children, made in Zimmerknit fabrics and of Zimmerknit Quality are steadily increasing in popularity. Mr. W. G. Moir, President Display Men's Association, has prepared the above as a window trimming suggestion for dealers who appreciate the opportunity for sales and profits in featuring Hatch One-Button Combinations.

Information as to materials and colors used will be furnished to any dealer who will send us a postcard.

ZIMMERMAN MFG. CO., LTD. HAMILTON ONTARIO

If interested, tear out this page and keep with letters to be answered.

The sensible glove for work like this is the

TAPATCO
REGISTERED TRADE MARK BRAND

Be sure your stock of Tapatco is amply large to meet the big demand certain to materialize this season because of increased food production activities.

A good display of Tapatco Gloves will appeal to the workers of your town — the Backyard Gardeners, the "S.O.S." Boys and very many others.

And there's a variety to suit every taste:

Gauntlet, Knit Wrist and Band Top Styles in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

The American Pad & Textile Company

CHATHAM, ONTARIO

Taylor-Made

HERE is a handsome case for your caps. You can keep fifteen dozen in perfect order—the sizes all together—no bother about boxes—no confusion—no difficulty to ascertain exact stock on hand.

Order one by mail to-day on thirty days' trial. If not satisfactory in every way it can be returned at our expense.

Price, $12.50

The Taylor Mfg. Co.
Hamilton Ontario

If interested, tear out this page and keep with letters to be answered.

We can now fill your Sorting Orders on these

SCARCE GOODS

Union Suits in Balbriggan, Porous, and "Aertex" Cellular.
Black and Khaki Cashmere Half Hose. Fancy Mixture English Half Hose. Black and Red Blazers, etc.

We are Dominion Agents for

YOUNG & ROCHESTER, LONDON
Factories, Londonderry

Manufacturers Shirts, Neckwear, Dressing Gowns, House Coats.

TRESS & CO., London and Luton

Manufacturers High Class Hats, Caps, Velours and Felts, Service and Sporting Caps, Straws.
"Emcodine" and "Glengardeau" Trench Coats.

MILITARY GOODS

For C.E.F., R.A.F., and U.S. Army Officers and Cadets. We carry complete lines: Fox's Puttees, "Ivy" Puttees, $15 doz. Trench Coats, Aviation Helmets, Spurs, Crops and Whips, "Soldier's Friend" and other Polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Slickers, Caps, and Khaki Socks.
English Leather Leggings, Sam Brown Belts, $4.50.
Badges for all ranks.

SERVICE CHEVRONS

Wreyford & Company

Wholesale Men's Furnishers and Mfrs.' Agents. Military Outfitters

85 King Street West Toronto, Canada

Our Special Summer Offer

Our motto always is to work economically for the benefit of our customers, to put up our merchandise for a lower price than elsewhere, and a better quality.

Therefore, we have put up a a nice range for Summer wear in Men's and Boys' hats and caps, especially in men's silk hats and caps.

Samples sent on request.

The Boston Cap Co.

Kellert's Building, 338 St. Urbain St.
Montreal, Quebec

"Craftana"

Registered No. 262,00

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

MOVING!

May 1st to new, larger and more modern premises at

489 ST. PAUL ST. W.
(Swift Copland Building)

Where with more room and modern facilities we hope to be able to serve you still better than in the past.

Thanking you for past favors and trusting to have your continued patronage.

ARROW PAD GARTER

ARROW ARMBANDS,
LEATHER BELTS,
ELASTIC BELTS, etc.

Arrow Garter Mfg. Co.

489 St. Paul St. W. - MONTREAL

"SPERO" TAILORS' LININGS

Stamped "SPERO" MAKE on selvedge

BRANDED

SUPER-STANDARDISED QUALITY
IN COTTON GOODS
"THE BEST IN THE WORLD"

That is all you want to know about Linings for the Tailoring Trade!

GUARANTEED

RELIABLE

AND

DURABLE

Prove it yourself—ask for patterns—
we solicit comparison

RICHARD HAWORTH AND COMPANY LIMITED
MANCHESTER, ENGLAND

COTTON IMPORTERS, SPINNERS, DOUBLERS, MANUFACTURERS, RAISERS, FINISHERS AND SHIPPERS

If interested, tear out this page and keep with letters to be answered.

OLD STYLE

NEW STYLE

Here's a Trade Winner

The "Railroad Signal" Shirt

In Coat Style

All your customers will want this Working Shirt. No more struggle to get dressed. New comfort and the old wearing qualities.

These Coat Style Working Shirts are made in ample sizes. You'll want an ample stock.

Union Made—Made to Fit

Manufactured by

The KITCHEN OVERALL & SHIRT CO., Limited

BRANTFORD, ONTARIO

279 College Street
TORONTO

803 New Birks Bldg.
MONTREAL

407 Hammond Block
WINNIPEG

If interested, tear out this page and keep with letters to be answered.

How are you off for

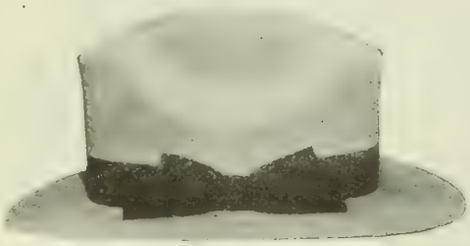
PANAMA HATS

and

STRAW HATS

for

MEN, BOYS and CHILDREN?



No. 81761

No. 81750

Special lines in *children's* straw and linen hats at *low prices* to clear.

HIS MAJESTY GEORGE V

In **FALL HATS** we offer you splendid values in the well-known **MONARCH HATS.**

Good dealers everywhere are familiar with the selling value and popularity of our **MONARCH LINE.**

L. Gnaedinger Son & Co.

90, 92, 94 St. Peter Street, - MONTREAL

Distinctive Stylish Shirts

We now offer you an exceptionally attractive range of shirts, superior alike in quality, value and excellence of patterns.

See these splendid shirts before you cover your new requirements. It will pay you.

The Deacon Shirt Co.

Belleville, Ontario

THE

LACE GOODS CO.

LIMITED

64 Wellington Street W. - TORONTO

The Handkerchief House of Canada

We specialize in Handkerchiefs of all kinds for future and immediate delivery, and we draw your special attention to the following men's lines:

Khaki Handkerchiefs, plain or mercerized finish.
Linen Handkerchiefs, all prices, to sell from 25c up.
Lawn Handkerchiefs, hemmed or hemstitched, all grades.
Colored Bordered Lawn Handkerchiefs, plain or mercerized finish.
Linen Initial Handkerchiefs.
Lawn Initial Handkerchiefs.

Our "LACO" Packet contains two soft-finish lawn handkerchiefs ready for use, perfectly sanitary. Sell 25c packet.

THE

LACE GOODS CO.

LIMITED

If interested, tear out this page and keep with letters to be answered.

BY THIS LABEL YOUR CUSTOMERS HAVE RECOGNIZED

QUALITY CLOTHES

FOR MANY, MANY YEARS

YOU KNOW that FASHION-CRAFT Clothes bring to bear on your store their Dominion-wide position of leadership—with a service department that adds prestige and distinction worthy of the best type of progressive merchant, and of the refinement, elegance and quality of the clothes themselves.

YOU KNOW the ready acceptance of FASHION-CRAFT Clothes by men of instinctive good taste in all parts of Canada.

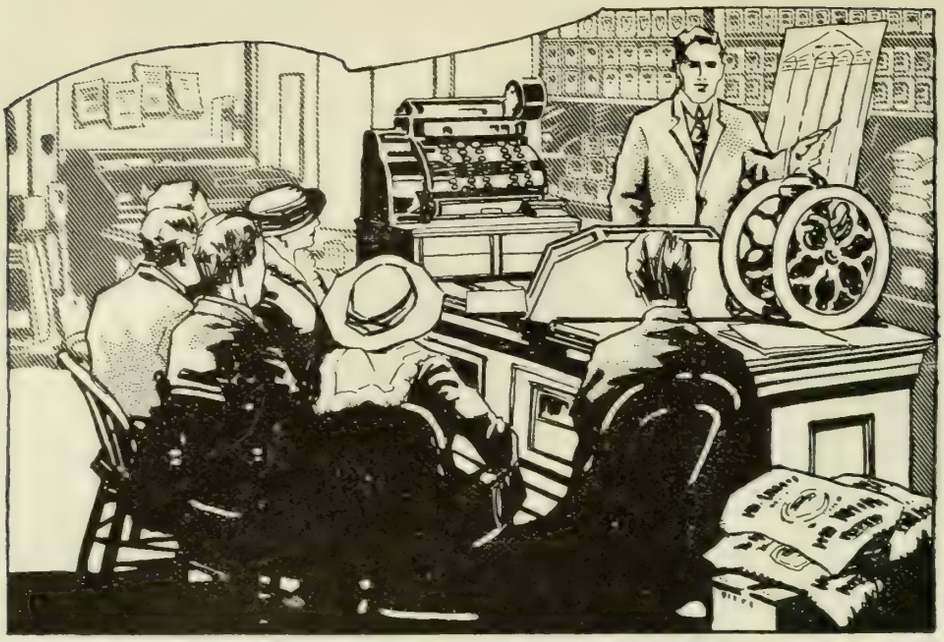
YOU KNOW that such purchasers are the type that you welcome in your store.

DID YOU KNOW that in a good many localities agencies for these clothes are still open?

CAN YOU longer neglect the opportunity, if FASHION-CRAFT Clothes are not represented in your town, of identifying your store with their reputation and type of patronage?

Fashion-Craft Mfrs. Limited

Montreal, Que.



An N.C.R. System will solve your war clerk problems

Canada's merchants are face to face with new and serious problems.

(1) Salespeople are very scarce. To make up for this deficiency it is now necessary for storekeepers to adopt modern methods that will produce better clerks.

(2) Clerk hire is much more costly than formerly. To meet this condition it is necessary for clerks to serve more customers and complete more sales.

(3) Salespeople now to be had are new to the work. They have had little or no training. They are less skillful. They are not as good business producers as they might be. To overcome this handicap the merchant is in urgent need of store methods that will instruct and assist the newcomers to become highly efficient.

The merchant with these problems on his hands owes it to his business, his family and himself to instal an N.C.R. System without delay.

A National Cash Register will give you protection, quick service and economy.

It will enforce accurate, unchangeable records. It will speed up your service s that more sales can be made per clerk. It will stop guesswork and losses. It he make good salesmen.

A National Cash Register will soon pay for itself out of what it saves

- - - - - - - - *For further information fill out this coupon and mail it to-day* - - - - - - - - - -

Department No. C.2
The National Cash Register Company of Canada, Limited, Toronto, Ont.

Please give me full particulars about what an N. C. R. System will do for my store.

Name ..... Business .....

Address ....

MADE IN CANADA

ARROW SHIRTS

have sleeve lengths to fit every man, as they have several sleeve lengths to each neck size. This is a distinct feature of Arrow Brand Shirts and affords, with good style, durability and variety and correctness of patterns, a perfect fitting shirt in every way. Arrow shirts are being widely advertised in Canada.

CLUETT, PEABODY & CO., INC., Makers

TORONTO - WINNIPEG - VANCOUVER

M. MARKUS & SONS

ESTABLISHED 1888

The Button and Trimming House of Canada

for the Wholesale

CLOTHING, FUR, KNITTING, AND CUTTING UP TRADE

have removed to

New and larger premises, 17-19 ST. HELEN ST.

MONTREAL

where they carry the largest stock in their line.

KANTKRACK

Trade Mark Registered

One Grade Only and that the Best

The Brand that guarantees you a satisfied customer

12 to 18½

13 to 17

Not alone because of its remarkable linen-like appearance, but also because of the real, sound, practical economy it represents is the KANTKRACK Collar to-day the favorite composition Collar.

Every one of your customers will be interested in a collar that gives all the appearance and all the style of the laundered linen article **without the laundry bills.**

Sponging with soap and water makes a KANTKRACK Collar clean and white and ready for instant use.

With a size and style to suit every requirement, your stock of KANTKRACK Collars will keep moving briskly.

Try what a little display will do. We are Canadian Manufacturers for the Onli-Wa Tie Holder.

14 to 19

12 to 18½

The Parsons *and* Parsons Canadian Company

Makers of the famous KANTKRACK *Composition Collar*

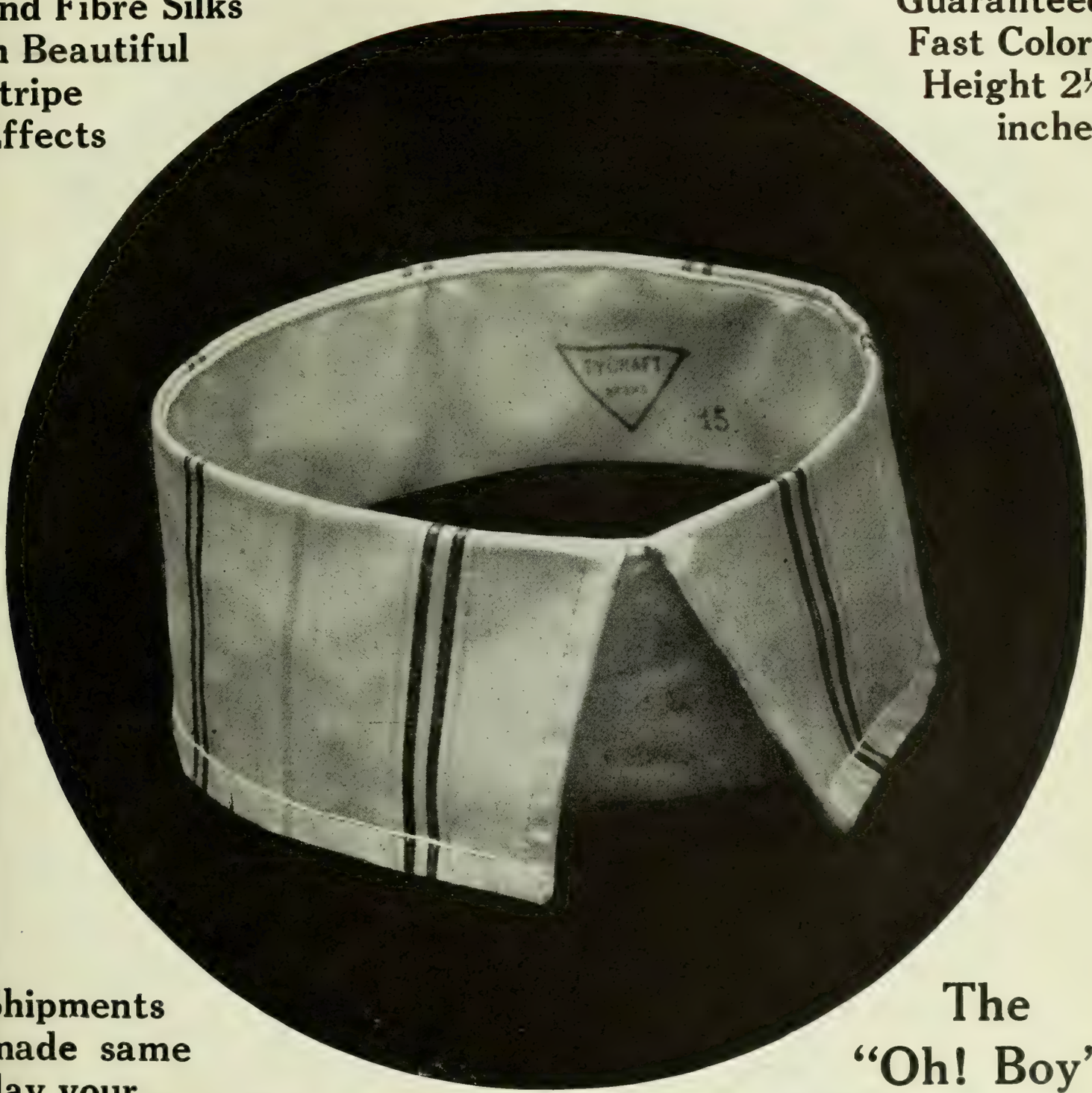
Est. in U.S.A., 1879 HAMILTON, CANADA Est. in Canada 1907

If interested, tear out this page and keep with letters to be answered.

The Latest Fad in Neck Dress

Made from Tub and Fibre Silks in Beautiful Stripe Effects

SIZES 13½ to 16 Guaranteed Fast Colors Height 2½ inches



Shipments made same day your order is received

The "Oh! Boy" $2.15 per doz.

These fancy Silk Collars have swept into popular favor, eclipsing in sales any item of wearing apparel featured in recent years. Dealers are urged to get them on their shelves and "keep up on sizes," as they are due for a long run.

STANDARD NECKWEAR COMPANY, BOSTON, MASS.

Carhartt's Work Trousers

Honestly Made for Service

The sure way to help your customer economize is to supply Carhartt's sturdy and strong Work Pants. They are made of the best Cottonades, are double stitched, best grade of buttons and trimmings are used—and they are sold under the regular Carhartt guarantee.

The four garments shown here illustrate the values we are giving, ranging from $18 to $21 per dozen.

Order sample dozens, or if you prefer, we will gladly send individual pairs for your inspection.

Hamilton Carhartt Cotton Mills, Ltd.

Toronto Unit

TORONTO MONTREAL WINNIPEG
VANCOUVER LIVERPOOL, ENG.

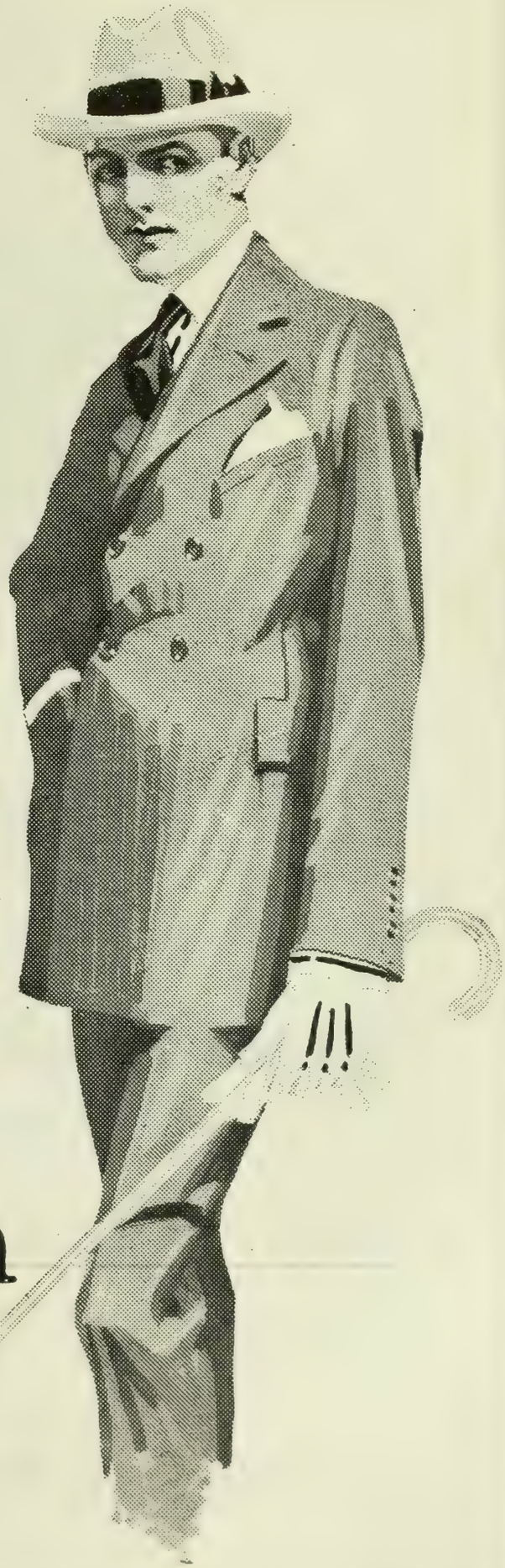
If interested, tear out this page and keep with letters to be answered.

Fit-Reform

The "Daddy"

OF THE

Label Attached to the Pocket in the Garment



For over a quarter of a century FIT REFORM has continued to occupy the same enviable position amongst makers of high-class tailored clothes.

FIT REFORM were the first to adopt the registered brand label, in the pocket of each garment, with price attached, which method has been so much copied by others.

In the various cities and towns, where FIT REFORM are represented, one will note that FIT REFORM holds sway amongst good dressers, and whilst some may wander and try other makers, they invariably return to the fold and acclaim FIT REFORM as "Daddy of them all."

Fit-Reform

E. A. Small Company

LIMITED

112 Beaver Hall Hill - Montreal

We are open to make appointments in towns where we are not now represented.

If interested, tear out this page and place with letters to be answered.

THE TRADE MARK

OF

THE FREEDMAN COMPANY

MANUFACTURERS OF

Popular-Priced, Satisfaction-Giving Clothing, for

MEN, YOUNG MEN AND BOYS

NOTE

"'Tis the Quality Behind the Name that Counts."

If interested, tear out this page and keep with letters to be answered.

A guarantee of Glove Perfection

Look for this mark on the Fastener

This BRAND on a GLOVE FASTENER is your customer's GUARANTEE of VALUE, and your GUARANTEE of your customer's future GOOD WILL. GLOVES so branded may be depended upon to possess

The latest *STYLE*

Perfect *FIT*

The highest *QUALITY*

ACME
TRADE MARK

on

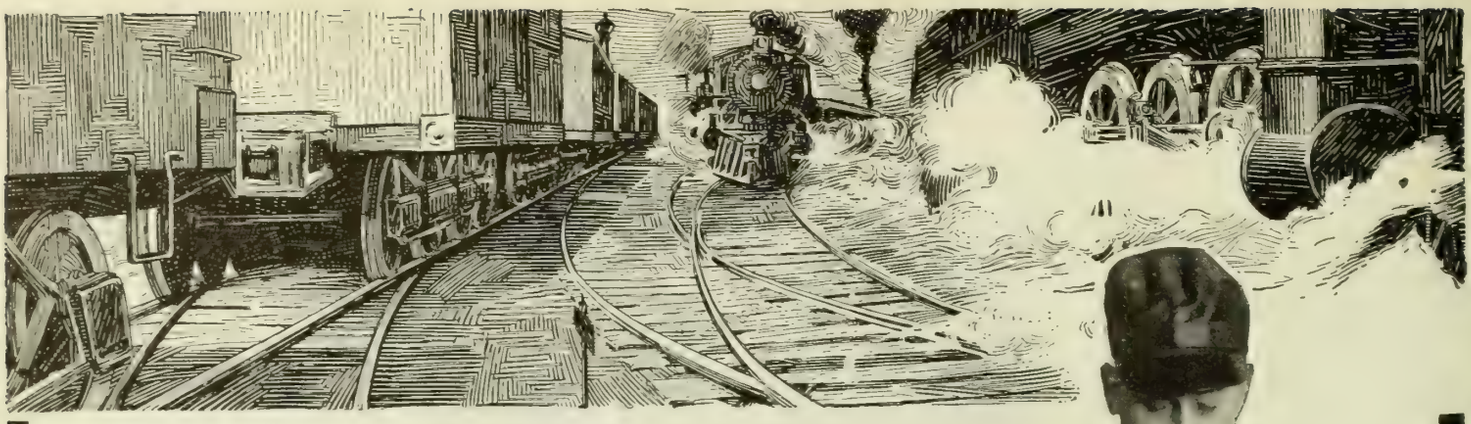
WORKING GLOVES
OVERALLS
SWEATERS
WORKING SHIRTS
CLOTHING SPECIALTIES

Makes it certain that these goods have unusual selling possibilities. Acme lines have long been noted for their value, their style, and their customer-pleasing qualities.

Get connected with ACME values

ACME GLOVE WORKS, LIMITED
MONTREAL

If interested, tear out this page and keep with letters to be answered.



You know
Stifel's Indigo Cloth

standard for over 75 years

which since the first railroads
has been the "best seller" for

OVERALLS, JUMPERS AND UNIFORMS

Now meet
Miss Stifel Indigo

the new kid glove finish cloth for

WOMEN'S OVERALLS AND WORK CLOTHES

Miss Stifel Indigo has the same business-getting profit-making qualities in her makeup that made her "big brother" the big factor he is today in the overall world.

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the woman's work garment business.

Manufacturers, Dealers, LOOK FOR THE BOOT trade mark on the back of the cloth when buying —it's your guarantee and your customers' guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

STIFEL'S
REGISTERED

J. L. STIFEL & SONS

Indigo Dyers and Printers — *WHEELING, W. VA.*

New York ... 260-262 Church St.
Philadelphia ... 1013 Chestnut St.
Boston ... 31 Bedford St.
Chicago ... 223 W. Jackson Blvd.
Baltimore ... Coca Cola Bldg.
San Francisco ... Postal Telegraph Bldg.
St. Joseph, Mo. ... Saxton Bank Bldg.
St. Louis ... 928 Victoria Bldg.
St. Paul ... 238 Endicott Bldg.
Toronto ... 14 Manchester Bldg.
Winnipeg ... 400 Hammond Bldg.
Montreal ... Room 508 Read Bldg.
Vancouver, 506 Mercantile Bldg.

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If interested, tear out this page and place with letters to be answered.

A Tip for Fall Buying—

The "Beaten Path" leads to Racines

WISE merchants are careful to avoid the fallacy that prices have reached the top and that, therefore, early Fall ordering is inadvisable.

This is **"Penny Wise"** policy. And **"Pound Foolish"** is the merchant who is not preparing **now** to cover his Fall requirements.

The "Beaten Path" leads to Racines

Specialists in Men's Furnishings.

Standard lines (registered and approved by the best trade).

Shirts: "Racine," working; "Hero," fine; "Strand," (Chemise de luxe); "Lifesaver" overalls; "Samson" pants, "Record" sox.

Let us hear from you. Prices lowest for quality merchandise.

Alphonse Racine, Limited

Everything in Men's Furnishings

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Factories: Beaubien St., Montreal; St. Denis, St. Hyacinthe.

Sample Rooms: Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S

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Cooltex
WGR
The new and improved Summer garment featuring one-button closing down the leg and adjustable waist band. A garment that is designed to satisfy. Immediate delivery. Write us for particulars and prices.

TRADE W.G.R. MARK

The mark that is a sure sign of quality

Williams, Greene & Rome Co., Limited, Kitchener, Ontario

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8 TORONTO, JUNE, 1918 No. 6

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*

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C. W. Byers, *Western Representative.*

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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 20 cents. Invariably in advance.

In Buenos Aires—

The world's most fastidious market, where men are better groomed than in any other of the world's great capital cities, TEXEND (elastic) and TROPICAL TEXEND (non-elastic) Braces are favorites, selling in larger quantities than any other brace made. This Canadian product, down in Buenos Aires, is meeting to a nicety the very exacting requirements of this most particular clientele.

Trade D Mark

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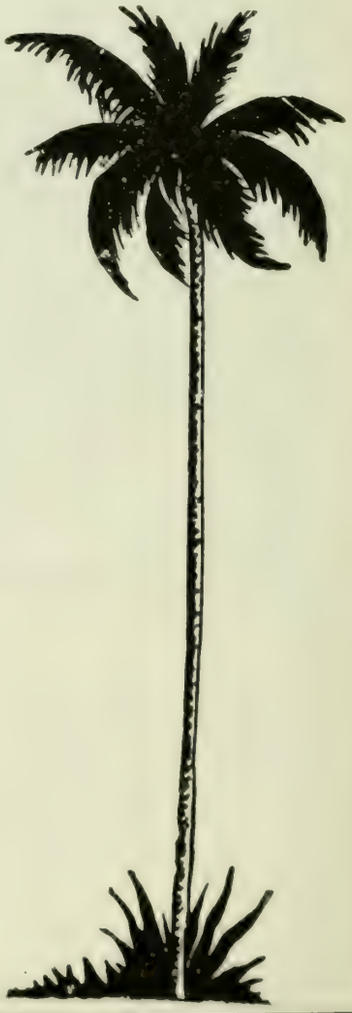


Originated in Canada, are steadily gaining a world-wide reputation as the brace for gentlemen. This season, on a big scale, they are being put on the market in the United States. Canadian merchants featuring TEXEND BRACES for the better class trade are supplying their customers with a "Made-in-Canada" product of greater merit than imported lines.

The

Dominion Suspender Co., Ltd.

Originators of "Texend" Braces

Niagara Falls - Canada

If interested, tear out this page and place with letters to be answered.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VIII. TORONTO, JUNE, 1918 NO. 6

CANADA SENDS A MESSAGE TO CHICAGO

Frank Stollery, the Toronto Men's Wear Dealer, Addresses Men's Wear Association of Chicago—Tells Optimistic Story of Business Conditions in Canada

AT the annual banquet of the Men's Wear Association of Chicago, at the Hotel La Salle on April 24, Frank Stollery, the well known Toronto men's wear dealer, was the speaker of the evening. He gave an inspiring address showing how business had fared in Canada during three years and a half of war and how the business men of this country had risen to the occasion and had come through with flying colors.

In opening his address, Mr. Stollery took his hearers back to the quiet business conditions that existed in Canada in the latter months of 1913 and the early days of 1914, before war was ever dreamed of, but when economic conditions and bursting of the real estate bubble had started what turned out to be a period of real hard times in Canada. Times when men did not know where to go for work and railway corporations and similar concerns were hiring all the laboring help they wanted for $1 per day.

Conditions at Commencement of Hostilities

"When war hit us," said Mr. Stollery, "on the top of the conditions that already existed, the world rocked in chaos. In this particular it is worth while remembering that we in Canada faced a situation far different than you in the United States had to face upon your entry into the war. The financial markets of the world did not know how to adjust themselves to the new conditions. Exchanges everywhere closed and the whole business world was in chaos. When your country entered the war the same conditions did not exist. The world had become accustomed to war and what it meant and it was already known that business could be done and successfully done even under the shadow of the greatest struggle that this old world has ever known.

"In the latter months of 1914, however, business fell away sharply. The citizens of Toronto were thinking more of the bulletin boards than they were of buying merchandise. In fact our turnover for these months showed a drop off of 30 per cent. from the previous year. This forced us, after a couple of months, to readjust our entire business. Wages had to be cut, all possible extraneous expenditures had to be done away with, and buying was curtailed with the idea of reducing stock and getting into as sound a position as possible to meet whatever was ahead. In doing this it seemed the wise policy to follow, but although we did not realize it we were working towards the very end that we were trying to avoid. When orders ceased from the retailers, factories had to shut down and men were turned out of work or worked under reduced wages, and in consequence they in turn were unable to buy wearing apparel.

"In May, 1915, the bottom of the slump appeared. That month our sales showed a 50 per cent. drop from the preceding year. From then on, however, conditions began to change. Munition orders began to come to the country. People began to make good wages; labor became scarce and a little more optimistic feeling became noticeable. At this time we decided that if we were going to go under we would at least do so prepared to do business. We reasoned that we would have to have stock if we were going to continue in business at all, and saw signs that goods were going to become scarcer and much higher in price. We started, in consequence, to buy and other large concerns doing the same before long the word went out through the land by the mouths of the commercial travelers that business was not so bad after all, and orders were soon rushing in for merchandise in such a manner as to make deliveries next to impossible.

Matters Take Better Turn

"In addition it must be remembered that people had curtailed all through 1914 and the early part of 1915. They really needed goods and once the optimistic feeling got abroad that wages were going to be good and work plentiful they started to buy. As a result, in 1916, in spite of the fact that thousands of men were leaving for overseas from our city we finished the year with a 30 per cent. gain over 1915. This increase in business kept up through 1917. We were selling better goods to an even larger number of customers. In 1917 we waited on 50 per cent. more customers than in 1915, and our gain in volume was 30 per cent. over the best year we had ever had previously, namely 1912."

Toronto's Enlistment Figures

Mr. Stollery then laid stress upon the number of men that had been taken from Toronto and compared what similar enlistment figures would mean in a business sense to Chicago.

Altogether there had roughly speaking gone from Toronto about 60,000 men which would be equivalent to 300,000 from Chicago. Of these about 10,000 had laid down their lives on the field of battle, a list which would have to be increased to 50,000 from Chicago, to be in the same proportion. From the whole of Canada there had roughly speaking been about 500,000 men join the colors. For the United States to suffer as proportionately as big a withdrawal of their man power, at least 7,500,000 would have to be called into uniform. Mr. Stollery mentioned these facts to show the men's wear dealers of Chicago that business would still be done even if still more and more men were drafted into the United States army.

Conditions Which Had Helped

Referring to the various conditions that had helped to keep business good during these latter days, Mr. Stollery said:

"Of course the 60,000 men who went from Toronto did not mean that we lost in its entirety that much business as the friends and relatives of these men still lived in the city and they continued to buy much for them, even after they were in France, and send it over to them.

(Continued on page 33.)

Boys' Clothing in Easter Display

A splendid display that must have sold much boys' clothing. Backgrounds were of gold Rope-Tex which harmonized with the polished oak floors. Flowers are used to emphasize the Easter idea but this is not overdone. A complete range of boys' furnishings is shown as well as clothing. It is possible that price tickets might have been more freely used but apart from that this window would appear to be beyond criticism. The backgrounds used are unusual for this type of window and it is claimed that they showed up the boys' clothing to perfection. Window was trimmed by Stewart Clarke, for Begg & Company, Hamilton.

NEWLY ACQUIRED SPACE MADE INTO BOYS' SECTION

Lindsay Store Places All Boys' Lines Together—Some Simple But Effective Display Devices—Reserve Clothing in Enclosed Cabinets in Basement

IT is only necessary to observe the space and attention that is being given to the boys' section of the men's wear store in nearly every part of the country to bring home the realization that this is an end of the business that is rapidly coming into its own. The large wages that boys are earning, the high-priced garments that it is consequently possible to sell the boy, are two factors that have awakened the average retailer to the fact that there was a harvest here that was not being properly garnered. In addition, military calls have decreased the supply of young men customers to a certain extent, and this has resulted in still further attention being paid to the boys' trade.

This space, which was recently added to that available in Dundas & Flavelle's store, Lindsay, was devoted solely to boys' wear. Neat clothing cabinets hold the clothing stock.

Large Space for Boys' Wear

A MEN'S WEAR REVIEW representative was impressed with the space given over to this line in the men's wear section of Dundas & Flavelle's departmental store in Lindsay, Ont. Considerable room that had been devoted to offices not directly connected with the retail business became available, and advantage has been taken of this to establish an independent boys' department.

Raised Above Store Level

This department is raised a couple of steps from the level of the main store, and all lines for boys are concentrated in the allotted space. Wall cabinets have been introduced for the clothing, while sweaters, gloves, and similar lines are displayed on suitable tables. The whole arrangement makes it possible to get the boy and his mother in a quiet place at the back of the store, and once there it is easier to sell a whole outfit than it would be if it were necessary to run to the hat section for a hat, the shirt section for a shirt, and so forth.

Management of Men's Store Separate

The men's wear section of Dundas & Flavelle's is more distinctly a separate department than is usual in a store of this nature, in that the manager, Mr. Brimmel, is a co-director with Mr. Staples, who is in control of the main store, yet each works along independent lines.

A Handy Sock Rack

Mr. Brimmel has recently constructed a sock rack which is simple enough, but its advantage during rush hours will be apparent to all dealers. The lower section is devoted to lined gloves during the Winter months, and is also made with each compartment the correct size for sport shirts, to the display of which line it is devoted during the warm weather.

This sock rack, an illustration of which is given with this article, is merely a stand with a ticket holder at intervals and a needle-pointed spike protruding from below each ticket, having sufficient length to hold a dozen fine socks or a half dozen heavy ones. Each line, size and price is thus clearly shown to the customer, and the sale can be made almost instantly without pulling boxes out of shelves or opening bundles. Like most practical selling helps, it is simplicity itself, but none the less useful. Below this sock stand on the level of the counter are compartments sectioned off at the correct width to nicely hold the glove stock. This is arranged in sizes, a size to each section, each glove being individually priced. Semi-fine lines are only displayed here, mostly wool-lined and the lighter grades of working gloves. Here also it is possible to wait on a glove customer with the least possible loss of time.

Enclosed Cabinets for Reserve Clothing

Another feature that the MEN'S WEAR REVIEW man noticed was a built-in cabinet in the basement stock room for reserve stocks of blue and black serge suits. These are thus hung upon racks out of the dust, but do not take up the valuable space of the upstair cabinets, which can be all devoted to forward lines.

Further changes are contemplated in the way of a new cap stand, new sectional wall fixtures, and so forth, which when installed will make this department of the Dundas & Flavelle store take second place to none.

N. & D. Cohen, men's furnishings, Windsor, Ont., has sold to S. Schwartz.

S. Goldstein, men's furnishings, Montreal, Que., has sold stock.

J. J. Hannan, men's furnishings, Montreal, Que., has sold out.

Ansley-Dineen Co. are taking over the agency for Christy's, London, Eng., for the Province of Quebec. Mr. Dineen is about to make a trip covering this new territory.

The extremely practical sock rack shown in this illustration is very simple but its value as a selling force is patent to all.

STORE DEVOTED TO MILITARY OUTFITTING

Wreyford & Co., of Toronto, Have Branch Store of This Nature at Niagara-on-the-Lake—Changes That Are Noticeable in This Business From the Early Days of the War

IS the military business worth while bothering about in this year of 1918, or has the time gone past when such lines can be profitably and safely handled in the men's wear stores? Apparently it depends upon the locality and the way the business is gone after.

Wreyford & Co., who have been operating military supply stores throughout the province ever since the commencement of the war, evidently have found it to be paying them, as they have recently opened a new branch at Beamsville to serve the men from the Flying Corps that will be stationed there this Summer, and are still carrying on their stores at Niagara-on-the-Lake and the two Toronto branches.

A representative of MEN'S WEAR REVIEW recently visited the store at Niagara and talked the question over with the man in charge, and was interested in finding out the changes that were taking place in the trade that was being done.

Fancy Lines Not So Good

"In so far as what might be called the fancy end of the game," we were told, "that is such lines as badges, buttons and emblems, the business is not nearly what it has been. This is easy to account for, for several reasons. The novelty of the war, of uniforms, of the whole business, in fact, has worn off. Girls are not so busy collecting these emblems from their friends in khaki as they were in 1914 and 1915. Then, too, there is a slight tendency on the part of some of the drafted men to feel that what the Government will not give them in the way of equipment they will do without. In consequence, where we used to buy a great gross at a time of many of these lines, we now buy single dozens and sometimes even less. In one way we are better pleased, as this was the one line that was usually added by everyone carrying military supplies where the greatest danger of loss really existed if the end of hostilities came suddenly, as practically all other lines could eventually be sold to civilians."

Polish Men Spenders

Business in Niagara has been greatly helped all Winter by the location there of the Polish Legion, largely recruited in the United States and being trained for service by the French and British officers jointly. These men are all volunteers and nearly all have plenty of money, although their pay is insignificant, they being paid on the French basis of 40c per day. The business with these fellows has largely been in lines that are not so directly military, but include underwear, gloves, socks, and, in fact, all lines of regular furnishings.

Shorter Time in Canada

There are also noticeable other changes in the business that is being done in this line. The men are not being left in Canada for training for as long periods as they were in the earlier days of the war. In consequence, they are always coming and going. Wreyford & Co. have found, in so far as their Niagara store is concerned, that it takes a little while for newly enlisted or drafted men to find out what they want, and they are only beginning to be good spenders when they get notice to pull out. In consequence, latterly it has been found that word that a detachment is pulling out for overseas means that there will be good business for a couple of days, as most of the men think at the last minute of some stuff they would like to take with them.

Wreyford & Co. carry quite a complete stock in their Niagara store, and there is little that can be asked for either in the way of military apparel or the useful little sundries, such as shaving supplies or toilet articles, that is not handled. One line that has proven to be a big thing is the line of military trunks that are sold, of course, to officers only, and which are usually only bought at the last minute when the officer finds he is ordered overseas.

To sum up, this firm believes that there is still business to be done in supplying the wants of the men in khaki, but realize that conditions have changed, and that it will be more along the line of near necessities that will be desired hereafter. Moreover the method of locating troops in large camps means that the business will never again be the worth-while line it was to stores not so advantageously located.

A. W. Caswell, men's furnishings, Saskatoon, Sask., has been succeeded by Caswell's, Ltd.

TWO KINDS OF SALESMANSHIP

I HAPPENED to be on a shopping trip with friends, one day recently, and saw two excellent examples of salesmanship —plus and minus. Billy had to have a hat and mother said, "Let's try the 'World,' they sell everything there."

We finally found the children's hats in the back of the store, where children wouldn't so likely be stepped on, and where huge piles of clothing would hide them. After a husky "R. F. D. No. 2 type" clerk had finished a lengthy visit with one of his relatives, he decided to give us his attention. My friend explained that she wanted a hat for her boy.

"Something about a dollar?" the clerk asked in a this-is-a-small-sale tone of voice.

Father said, "Never mind the price, show us the hat" and the clerk came back with, "Take the boy's hat off — what size?"

I could see father getting mad, but he picked up the boy and sat him down on the top of the glass display case. Mother finally selected a dollar cloth play hat and we left the store.

"Now, let's go to a real store and buy a hat," was all father had to say as we got into his car. We went down street a ways and into a store father selected.

Everyone looked pleasant and a courteous floor walker spoke to father's boy and personally escorted Billy to the children's department in the centre of the store. We followed.

A young lady picked him up and stood him on a little platform with a protecting rail about it. This stood directly in front of a narrow display case, back of which was a mirror. This made Billy almost as tall as Dad.

Hats? Well, hats must have been her specialty, for she had a fine looking hat on the boy in a jiffy and had him admiring himself in the mirror behind the case.

Price wasn't mentioned until father asked the price of a dandy little Panama, and he paid the bill like a good sport. The hat was worth the money and the satisfaction of good service was worth more. Mother felt it was too much money to pay for a boy's hat, but it was certainly a nice store and the young lady was pleasant and Billy liked her.

This window was directly responsible for the sale of a number of chauffeurs' uniforms and outfits.

INCREASING IMPORTANCE OF CHAUFFEURS' BUSINESS

How Montreal Firm Makes Special Efforts to Capture This Trade—Considers His Windows Most Effective Medium—Sales When Made Well Worth the Trouble of Going After Them.

"THERE is a big business to be done in this line right now. It is steadily increasing, and in the years to come I see no reason why it will not be a factor in the clothing trade, at any rate in so far as the larger centres are concerned."

A MEN'S WEAR REVIEW representative was talking the situation over with one of the department managers of R. J. Tooke's, Limited, Montreal.

Canada Takes Third Place

A recent item in the daily press stated that Canada now held third place in the countries of the world for the number of motor vehichles owned and operated in the country. When the extremely limited population of this country is considered that is a rather startling statement, and would serve to show that "little ol' Canada" was prospering, war or no war.

A large number of these machines will be owned by men wealthy enough to have their own chauffeur, and this will mean a gradually increasing demand for uniforms.

R. J. Tooke have been making quite a bid for this business in the city of Montreal, and claim that they are well satisfied with the results of their efforts.

Use Windows Freely

The windows have been the medium most largely used in showing this line and several effective trims have always brought results.

For Bigger Centres Only?

It may be claimed that this is a business that is only possible for the dealer in the large centres and in a measure that is true. Business getting methods, however, are always interesting and as the years go by there is little doubt that even the smaller centres will have their uniformed chauffeurs.

The usual uniform is the plain blue serge suit trimmed with black braid. At the present time they cost a lost of money as they are usually made from the best grade of imported serges and a well tailored garment is always demanded. The Montreal firm referred to keeps one or two suits made up, on hand, as they show off in this way to special advantage.

Accessory lines that can be sold and displayed with the uniform itself include overcoat, cap, gauntlets, leggings, and gloves. Long duster coats and overall combinations are also articles that come under the same category.

Window Sold Six Suits

A display that has particularly good selling value and to which sales of at least six uniforms could be directly traced was recently shown in one of the Tooke windows.

A set of auto tires was borrowed from a friendly automobile accessories dealer with stands or holders to hold the tire upright. These were set up on slightly raised pedestals well to the back of the window—the size of the window should determine the size and number of tires used.

A few yards of ribbon were used to brighten up the general effect and smaller accessories filled in vacant spots on the window floor.

A couple of palms on pedestals were still further decorative features.

A made up chauffeur's uniform, a regulation long coat, gauntlets, leggings, gloves, caps and "dusters" were all prominently displayed and the use of the tires and other accessories in a men's wear window was decidedly effective in drawing attention to the real display, the goods that it was desirable to sell.

Car Owners Interested

In a number of cases, automobile owners dropped in to examine the garments themselves to be sure of good material and workmanship and in nearly every case the chauffeur was sent in later to have his measurements taken.

Try and Sell Outfit

Every effort is made in making a sale of a uniform to enlarge the order to include the whole outfit. With the great coat added there are still leggings, gloves and cap and the sale if thus completely achieved is one of sufficient magnitude to be well worth the time and effort put forth to secure it.

The owner is also urged to buy at the same time the summer dusters, the argument of the desirability of saving the expensive suits being advanced. In these also, the better qualities, made from high grade Shantung silk and running in price from $18 to $25 each, seem to be the sellers.

A good salesman will not consider the outfit complete until a suit of overalls of some kind or another that can be hastily pulled on over the good clothes when repairs become necessary is added.

SUMMER SPECIALTY LINES IN MEN'S WEAR

Extra Hour of Daylight Should Vastly Increase Demand For These Goods — Window Displays the Most Effective Way of Securing New Business—Large Stocks of Precarious Lines Need Not be Carried

WHEN considering the various ways in which business, lost through conscription, may be made up in other lines, how many men wear dealers consider what might be called the "Summer specialty" lines? We refer to such lines as golfing and bowling garments, and all other apparel suitable for outdoor wear, for camping, for canoeing, for the motor boat, and for the garden.

That Extra Daylight Hour

Among the effects already noticeable from the Daylight Saving Bill is the determination on the part of the great class of business, office, and professional men to spend the extra hour of daylight in the open air. This may be purely devoted to some form of recreation or it may be combined with some attempt to ward off "the high cost of living" by cultivating the back yard garden. It is more than likely, however, that many men will have time to devote to such games as golf, bowling or tennis who were deprived of the privilege of enjoying these healthful pleasures through lack of leisure during daylight hours.

No Excuse Now

Busy men have often been heard to remark, "I would like to play golf," or "I would like to get my hand in at bowling," but end their remark by saying, with a sigh, "but there is so little daylight left by the time I have got home and got my supper out of the way, that it is not worth while bothering."

The extra hour of daylight is now going to make it possible for many of these men to join those, more favored, who have already had time to devote to outside sports.

Will Want Special Clothes

This should mean something to you, Mr. Men's Wear Dealer. These men will not want to wear their business or office clothes out to the golf links or bowling green, and to the canoeist or motor boat enthusiast still other forms of apparel are necessary.

R. J. Tooke, Limited, of Montreal, is one firm that reports this class of business more active this year than for some time past, largely, they believe, due to the extra hour of daylight. Other firms throughout the country report the same condition to exist in their localities. This being the case, should it not be well worth the while of the men's wear merchant to make an extra effort to secure this business? There are a number of ways that could be tried and which would be almost sure to bring results.

Use Windows Freely

First and foremost is the free use of properly planned and arranged window displays. Practically all merchants who make a real bid for the class of business referred to lay stress upon the importance of the window display. A display that will have some real selling value should be so arranged as to catch the enthusiast's eye and the use of golf sticks, tennis rackets, canoe paddles, or some of the other paraphernalia of sport, decidedly will have this effect.

Mailing Lists

Next to the window display the use of special mailing lists has been found very effective. It is comparatively easy to get a list of the members of golfing and bowling clubs or tennis enthusiasts. A carefully worded circular letter to these, describing the lines that they would be particularly interested in would be bound to bring results.

The use of newspaper space devoted to these sporting lines, for a couple of issues should round out the campaign.

Business in golfing clothes such as these is becoming an item to be considered in many stores.

Big Stock Not Necessary

"But it will be necessary to carry a lot of rather precarious stock to get this business," says one man. Not at all necessary. The class of clothing used in different communities, for the various sports, varies. Thus all golfers do not wear regular golfing suits. Those who do prefer to have them made to individual measurements and in consequence no stock of these need be carried save one sample suit to be used in window displays.

Golf hose need only be bought in very limited quantities as the range is necessarily restricted, and these can also be sold to cyclists and campers.

Other lines, such as outing shirts, sweater coats, jerseys, gloves, caps, flannel trousers or those of the "ice cream" variety are always salable and there need be no fear of carrying a stock over.

Knitted Jacket Used

Dealers claim that golfers are more and more demanding a knitted jacket, replacing the tweed Norfolk to a very large extent. Most of these are made in Norfolk style, with patch pockets and belt, but are found to lend themselves more easily to the movement of the body than is the case with the tailored garment.

Sell Swimming Suits

Then there is the swimming suit business. Of course, every men's wear dealer handles these, but it is wonderful how real attention to the line will vastly increase their business. Many men who prefer to buy a real good Cashmere article, accept a cotton Balbriggan line because it is the only thing that the dealer has to offer.

The whole subject of selling "Summer specialty" clothing has been merely skimmed over in this article. Enough however, may have been said to make the retailer think for himself of some way that he could get busy and increase this end of his business.

Gordon Anderson, men's furnishings, Vermilion, Alta., has been burned out.

Trevelyan Bros., men's furnishings, Beamsville, Ont., have sold out.

An Easter Display

Owing to the nature of this window it was particularly difficult to get a first-class photograph of it. As seen by a representative of MEN'S WEAR REVIEW *it was a very striking display. While "style" was the predominant feature, price was not overlooked and small price tickets told their story throughout the display. One of the Easter windows of the R. H. & J. Dowler store at Windsor, Ont.*

LAW FROWNS UPON DECEPTIVE TRADE MARKS

But If Manufacturer Uses a Name or Mark on His Goods Which is Not Intended to Deceive the Buyer He Stands Good Chance in Court of Law—Sample Judgments Throwing Light on Legal and Illegal Names.

Written for Men's Wear Review by A. B. Kerr.

MILLIONS of dollars are spent annually advertising trade marks. Look through the advertising pages of any magazine or trade paper, you will be surprised at the number of advertisements emphasizing the one big feature that the name is your guarantee or that the quality goes in the goods before the name goes on.

The object of advertising a name is to familiarize the public with the goods advertised and to educate them to associate the name with a superior product. One of the largest advertisers in the world, after spending millions of dollars exploiting a name which was associated with his products, decided to change the name and educate the public to a new name which in the opinion of the firm was more suitable. As a boy I never knew a soda biscuit by any other name than a 'Christie." I simply associated the name Christie with soda biscuits, and when I went to the grocer's for a pound of soda biscuits, I invariably asked for a pound of "Christies."

Nearly everything we use is standardized and trade marked. Nearly all package goods bear a trade mark. It is, as a rule, a guarantee of the manufacturer as to the quality of the contents. In other words the manufacturer stands prepared to accept the verdict of the public as to the quality of his goods as represented by the trade mark.

Some men's wear manufacturers consider their trade marks one of their largest assets. The modern merchant has filled his shelves with trade marked goods knowing well that behind the trade mark stands the guarantee of the manufacturer. According to history many of the old time merchants were noted for sharp dealing. Some of them bartered, cheated, and even swindled customers by substituting something which they claimed was just as good but which in many cases was a very inferior article, until by advertising, the merchant and the public became familiar with trade marks and to know the quality and quantity for which they stood.

Law Protects Trade Marks

The law respecting trade marks is extremely interesting. In cases where a name has been associated with a well known products for a great number of years and the merchant and public have become accustomed by advertising to associate the name with a certain article, the court will protect the use of the name and restrain by injunction any infringement of that right.

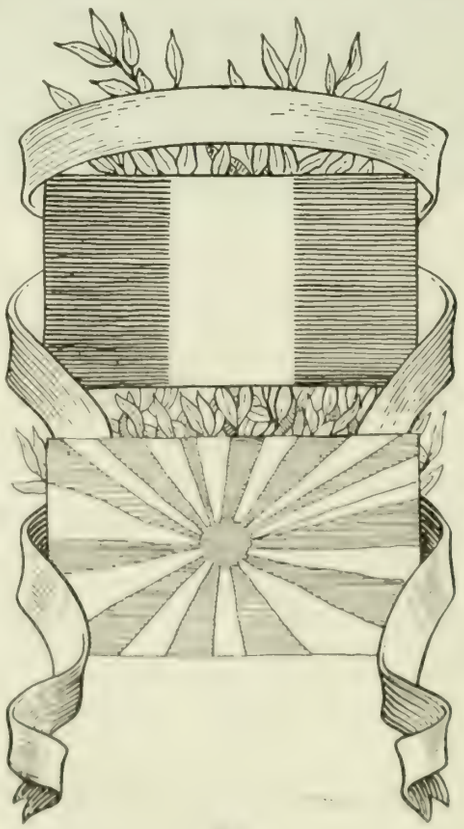
This is not an article on the value of advertising trade marks but a review of some of the legal aspects attaching to trade marks and the manner in which the court deals with alleged infringements of the rights of individuals to the exclusive use of a certain trade mark or name associated with their product and on which they have spent a considerable sum of money for a number of years in building up a reputation.

Trade Mark Should Not Deceive

The real question which the court has to try in a case of alleged infringement of a trade mark is whether what the defendant has done is calculated to deceive or whether there is so much imitation that goods bearing the one mark may readily be mistaken for goods bearing the other and whether a more careful inspection than an ordinary purchaser would be likely to give is necessary to distinguish the mark and appearance of the former goods from those of the latter.

When an action is commenced having for its object the restraint of an alleged unfair competition in trade carried on by means of an employment by another of a trade mark identical or nearly identical with the plaintiff's there must be established in order for the action to be successful the existence of the trade mark, the plaintiff's right to exclusive use therein and the fact of an imitation and the absence of license or acquiescence on the part of the plaintiff.

Where it can be shown that a dealer has imitated an article in his store and offers it for sale as the genuine article, even though he has only made a single sale, that is sufficient ground for an injunction and the dealer will be restrained from making any further sales.



If the defendant uses a distinct and obvious trade mark on his goods which he is alleged to be passing off as the plaintiff's, and if he states plainly and in clear type that these goods are manufactured by himself, there is a very strong indication that the defendant has no intention of deceiving the public and it is doubtful in such a case if the court would restrain him.

When the defendant has not used the registered trade mark but something to be considered similar to it, the plaintiff has to satisfy the court that the use of this is calculated to deceive. But when the defendant has taken the material and essential part of the plaintiff's trade mark, the burden is upon the defendant then to disprove the probability of deception and not upon the plaintiff.

If the plaintiff cannot prove that the public are deceived or that there is a reasonable probability of deception he has no right to interfere with the use of the name of others. All the court can do is to say that no trader can adopt a trade mark so resembling that of a rival as that the ordinary purchasers purchasing with ordinary caution will be misled.

Purchaser Must Not be Misled

If a purchaser looking at an article offered to him would naturally be led from the mark impressed on it to suppose it to be the production of a rival manufacturer and would purchase it in that belief then the court considers the use of such a mark to be fraudulent. In fact it has been held that if the goods of a manufacturer have from the mark or device he has used become known in the market by a particular name, the adoption by a rival trader of any mark which will cause his goods to bear the same name in the market may be as much a violation of the right of that rival as an actual copy of the device itself.

In an English case of Lever vs. Goodwin, the plantiff's soap was gotten up in a special manner. This was copied by the defendant and the court held that there was a double fraud committed. First: the fraud perpetrated on the ultimate buyer of the goods, and secondly: the fraud perpetrated on the manufacturer who lost part of his trade. In these classes of cases the retail merchant is rarely deceived. He knows as a rule what he is buying, and if there is a fraudulent device he is rarely taken in by it. But in such a case the manufacturer puts an instrument of fraud in the hands of the merchant. The merchant, of course, is not liable for selling the goods but it has often been argued that he is

liable and that the manufacturer should not be held liable for the fraud of the merchant or his salesmen. That is not the correct view of the case. The question to be decided is whether the defendants have or have not knowingly put into the hands of the retail dealer the means of deceiving the public.

Where the goods of one manufacturer are so arranged as to resemble those of others engaged in the same trade as, for example, starch put up in packets of a certain color and appearance, the similarity common to all does not of itself expose the manufacturer to an action. But it makes it incumbent upon him to see that his distinguishing mark is really distinguishing and where a manufacturer has been in the habit of packing or putting up his goods in a peculiar or distinctive manner he will be entitled to restrain another from imitating his packages.

The court has held that the firm name "Cut Rate Store" as applied to a retail business is merely a descriptive term in common use which will not be enjoined against a person subsequently using the same term in a similar business adjacently located.

A trade mark is only a "badge of identification." It may be equally wrong to imitate a trade name or the appearance of goods so as to pass off the goods as those of another.

Descriptive Words Not Registrable

A very interesting case arose in 1916. The Bowker Fertilizer Co. sought to have the words "Sure-Crop" registered. The Commissioner of Patents refused to register the words on the ground of an existing trade mark of the words "Shur-Crop" registered by Gunns, Ltd. The court held that the words "Shur-Crop" or "Sur-Crop" as applied to fertilizers were ordinary descriptive words of the quality of the article and incapable of acquiring a secondary meaning and not registrable as a valid trade mark. They therefore upheld the ruling of the Commissioner of Patents and ordered the Trade Mark "Shur-Crop" to be expunged from the register.

In the Bowker case the company had sold their goods for years, both in American and Canadian markets, before the other company commenced the sale of their fertilizer under the name of "Shur-Crop" and they had spent thousands of dollars in advertising.

In the case of Horlick's Malted Milk, the trade mark had been in actual use and the user had been such as to render it distinctive. Food products bearing as a conspicuous identifying feature the word "Horlick" have been sold in the U.S. and Great Britain and the Colonies for over 40 years and the cost of advertising the name was more than a half a million dollars. It was held in this case that a trade mark when uncommon and distinctive from long usage is registerable as a trade mark under the Canada Trade Mark and Design Act R.S.C., 1906, Chapter 71.

Under the practice which has grown up, many registrations of names have been made such as "Christie" for bissuits; "Winchester" for rifles; "Yale" for locks; "Kohler" for bath room fixtures; "Mueller" for plumbing fixtures; "Pears" for soap; "Oliver" for plows, and "Stafford's" for writing inks, etc. The courts have held that these names have become adopted to distinguish the goods of one particular maker and that a serious injustice would be done not compensated by any advantage to the public if they were not allowed to register these names.

An Action Lost by Plaintiff

Another interesting case was decided by our courts last year, this was the case of Prest-O-Lite vs. People's Gas Supply Co. The Prest-O-Lite Co. manufacture tanks for the storage of acetylene gas and were proprietors of the trade mark "Prest-O-Lite" which was embossed on each tank. The People's Gas Co. manufacture acetylene gas and purchased tanks and charged them with gas which they sold or exchanged. They covered the trade mark of the Prest-O-Light Co. with a label fixed to the tank by shellac which could only be removed by scraping with a knife or other sharp instrument. In an action by the Prest-O-Lite Co. for an infringement of their trade mark the court held that the action must fail and that the People's Gas Co. did all they could reasonably be expected to do to prevent any prejudicial use of the trade mark.

The Criminal Code prohibits trading without the consent of the owner in bottles which have upon them the trade mark or name of another person and this has been held wide enough to cover trading in bottles to which the name of the owner is affixed by means of paper labels. As far as I know this is the only prohibition with respect to trade marks under the Criminal Code.

The court rarely, if ever, gives pecuniary damages. They will restrain by injunction and in isolated cases they have awarded small damages. The difficulty of fixing the amount is largely responsible for the small number of these cases.

CANADA SENDS A MESSAGE

(Continued from page 25.)

"The main reason for increased business, however, was the high scale of wages prevailing. The production of munitions and other articles had brought about a labor shortage and in consequence much higher wages. Everybody was working and receiving more money than ever before in their history.

"The laboring men of the town were working in three shifts. One third of their time working, one third sleeping, and the remaining third spending. Boys were earning men's wages and spending like men. Before the war started boys would come in and buy a 50c cap; now it was the ordinary thing for one to come in and spend $2.50 for one. The higher prices in themselves naturally brought a bigger volume without any increase in overhead.

"Since the war started the larger cities have drawn on the farm and suburban populations. The men have been attracted to the city by the high wages of the factories.

"Another reason for the gain in business was the fact that many men, when they were making less money, had their wives buy their small supplies of furnishings at department stores. Now that they are earning more they are taking more pride in their clothes; they want to do their own buying and patronize the exclusive men's wear stores.

"Buying ahead in greater quantities than we really needed has been an incentive to go after business. We are carrying large stocks, but it is paying us to operate in this way. Our troubles and problems over, there are the ones that you are facing to-day. It is the duty of all of us to be optimistic; pessimism will never win the war or anything else. Hold an objective in front of you and stick to your guns until you are needed at the front. The men over there will hold the line if the nation behind them holds fast."

Mr. Stollery then went on to tell of some changes in policy that he had adopted partly as a result of war conditions. One was the changing of the dates of the annual Winter sales.

"Whereas before the war," he said "we used to put on our Winter clearing sales right after Christmas and carry on all through the month of January, we decided we were making a serious mistake, particularly in a country with climatic conditions such as Canada has to contend with. The month of January is the first real Winter month of the year, consequently, by putting winter goods on sale then we were cutting into the one month of the year when we ought to be selling Winter goods at a profit. Then again, there was the month of February, that was always a dull month anyway, and one which needed something to stimulate it. After thinking the matter over we decided to start our Winter sales during the last few days of January and continue throughout the month of February. We thus did a larger proportion of Winter business at a profit and stimulated business in the very dull month of February.

Still other changes that Mr. Stollery mentioned included the introduction of a number of ladies' lines in many of the men's wear stores in Toronto with very satisfactory results all around, lines such as hosiery and sweaters being particularly favored.

PAYING INCREASED WAGES

MEN'S WEAR REVIEW learns that a number of the clothing manufacturers of Montreal have decided to adopt a higher wage schedule thereby allaying the unrest that has existed in these circles for some little time past. Organizers from the United States have been active stirring up trouble and it is thought that the manufacturers who have taken this stand have rather cut the ground from under their feet.

AUTOMOBILE ACCESSORIES OF A MEN'S WEAR STORE

Special Campaign to Sell Auto Owners—Great and Ever Widening Field Here—Lists of Owners of Cars Should And Can be Obtained—Those Who Are Trying It Say It's Worth While.

FIRST OF A SERIES

THIS article is the first of a series that will be run in Men's Wear Review giving some energetic methods that have been adopted by men's wear retailers to bring new trade to their store. We are all so apt to get into ruts, to take the business that comes easily and neglect that which has to be gone after. Conditions are such, however, that the merchant desiring to increase his business or indeed to hold his own has got to wake up. He will have to reach out for new customers to replace those which enlistment has taken from him. In the article herewith given one merchant has gone after the automobile customers; has done it systematically, secured the necessary mailing lists. Other merchants differently situated have evolved still other schemes. These will be given from time to time in the columns of Men's Wear Review. Such articles are bound to be helpful and an inspiration to all men's wear retailers.

DO all men's wear dealers realize the importance of the automobile and the effect that it is having upon the business of the country and in particular the retailing of men's apparel?

That a number of the up-to-the-minute merchants are awake to the possibilities of the field that is being opened to them by the popularity of the "tin Lizzy" is becoming more and more apparent.

After Auto Owners

An Eastern Ontario retailer of men's wear recently made a regular campaign after the business of all the automobile owners in his district. This included all within easy drive of their city. Lists were secured of all owners of cars and these were circularized. Their attention was drawn to the automobile accessories of the men's wear trade. Everybody is familiar with the term "Automobile Accessory." To apply that term to a section of the men's wear store was novel enough to be sure to attract attention.

Men's Wear Accessories

In detail, then, the merits of these "accessories" were set forth—gloves, overalls, caps, driving coats and similar lines being described.

MEN'S WEAR REVIEW was told the result was up to expectation and the increase in business was very marked.

Window Trim Used

A special window trim was used to back up the campaign wherein the more accepted lines of auto accessories such as tires and fittings were used to add to the "automobile" effect.

To Follow This Up

This is one side of the story. There is another. The list of the automobile owners is also a list of men who may reasonably be expected to be buyers of good clothes to a fairly liberal extent.

A follow-up campaign could be inaugurated wherein the men who have been solicited for "accessory" business could also have their attention drawn to the other departments of the store. The accessibility of the store for automobile owners could be played up and stress laid upon the fact that particular attention was paid to the automobile trade.

A Good Side Line

A side line that a number of men's dealers have introduced effectively is lap rugs for the cool weather. These help to make a tasteful window display when dressing a window along the lines suggested, and also a nice business is reported by a number who have tried it.

Continual thought along this line will doubtless unearth other articles that can be profitably and tactfully added to the accessory department.

The Field Has Widened

There is still another feature of the use of an automobile list. It shows most definitely how each individual merchant's field has been widened by the development of the automobile industry. Where

(Continued on page 36.)

Splendid Window Trim "Automobile Accessories."

SOME RETAIL ADVERTISING A WASTE OF MONEY

How Much Should Advertising in the Local Newspaper Cost in Proportion to Sales?—Opinion of a Recent Retailers' Convention—Where Even Low Cost Newspaper Advertising is Run at a Loss—The Only Kind of Advertising That Pays.

AT a recent convention of retail merchants held in Hamilton, Ont., this question was asked:—

"How much should I spend in advertising in my local newspapers? I have not used them before. About what percentage of sales should my advertising cost me?"

There was a consensus of opinion in favor of from one to three per cent. on sales as the practical reply to the question.

This would mean that a merchant whose turnover amounted to $30,000 a year might be spending from $300 to $900 a year on advertising in his local press with profit.

He might be spending less than that and losing by it without knowing of his loss.

More Counts Than the Cost

In advertising to bring results to a retail business of any kind more than just the cost counts. A retailer may complacently regard a turnover of $30,000 per year, and an advertising expenditure of from $300 to $900 per year and say to himself "I am keeping within the limits set at that convention of retailers in Hamilton. My advertising is not costing me more than the other fellow's. I am all right as regards advertising."

And yet that retailer may be all wrong as regards advertising. Every cent of his advertising appropriation may be a lazy cent only half or one-third to one-quarter employed. Some of his cents may be absolutely idle, absolutely wasted in valueless advertising. And all the time his appropriation may be well within the one per cent. or the three per cent. limit on sales. He may be spending only one-tenth of one per cent. on sales and still losing money on advertising. Very often the man whose advertising appropriation exceeds the one to three per cent. limit is losing less money in advertising than the man who is timidly spending only a tenth of one per cent.

The merchant spending the larger percentage on advertising may be advertising effectively if perhaps extravagantly; the merchant spending the trifling percentage may be advertising ineffectively though, he may think, economically.

More than the cost counts in advertising.

Almost invariably the merchant who is a grudging spender as regards local newspaper advertising, who simply "sticks in an advertisement," to oblige the newspaper proprietor, lets it stand unchanged from month to month and grins regretfully or groans when he has to pay the bill, is really getting hardly any good out of his advertising expenditure whether it be one per cent., or one tenth of one per cent. of his turnover. This sort of advertisement is a fair sample of the kind of advertisement referred to:

JOHN SMITH
Ladies' and Gents' Outfitter
Quality and Service
Come in and see our Range

Beyond the fact that this announcement keeps the public informed that John Smith is a ladies' and gents' outfitter, the advertising value of the expenditure laid out on it is practically nil. The fact that John Smith calls himself a "Gents'" outfitter throws doubt in the minds of the class called "High Class Trade" as to the question of "Quality and Service" to be expected. The fact that John Smith has a welcome for those who would like to see his range has a certain kind of quality about it which may bring a quiet humdrum customer in once in a while, but as advertising it is not nearly informative enough to spend money on. Now if John Smith happened to be a hardwareman and had said:

"Come in and see our ranges," his advertisement would have been quite noticeably better value for his money. Why? In the reason why you will discover a sound principle of remunerative newspaper advertising for any retail business.

Fix People's Minds on Facts

In connection with the ladies' and

Men's Clothing of the Higher Standard

STYLE, FIT, WORKMANSHIP

This advertisement is a plain invitation to walk in here and obtain clothes satisfaction. When you see our clothes in comparison with others, you will see at once a certain distinction The suit is an example of expressive tailor work and will hold its shape until threadbare. Men who want Quality clothes will find them here and the cost no more than the ordinary kind. Call and see us to-day, or if you would rather.—We have the agency for a first-class line of clothes, and have on hand an excellent display of the latest samples. We can satisify you, no matter which you prefer. Come in to-day and let us demonstrate to you

This advertisement is an example of how it should not be done. A glance at the cut used shows why this advertisement should not prove "a plain invitation to walk in and obtain clothes satisfaction." Showing a style at least four years out of date is one reason why more retail advertising does not bring results.

gents' outfitting business the word "range" means just everything and just nothing at all to the average person's mind.

In the word "range" as applied to the hardware business there is a definite picture of something substantial, an array of neat nickeled and efficient looking kitchen ranges. Any man and every woman reading the advertisement on that understanding would get a good clear idea that John Smith was in business to sell ranges, had something worth showing, and was ready to welcome visitors to his store. This is an idea always worth getting into possible customers' heads if a man is out to sell ranges, and it is worth paying a little to a newspaper to convey that idea to the community at large. But merely to go that far is not by any means effective and worth-while advertising up to the value of say even one per cent. of turn-over.

Your Advertisement Must Work for You

When you have goods to sell, and go in for advertising space in the local paper to help you sell them, get away for ever from the idea that you are conferring a favor on the newspaper by advertising. If the proprietor of the local paper is evidently glad to have you advertise with him, you may like to think that you are to that extent keeping up home industry, but the only way your advertising can ever really benefit your local paper is by bringing you results in good profitable business. To make it do that is very much your business. The local paper will probably print anything you write down for them to print, and you may even find a strong disposition on the part of the foreman printer to want you to run an advertisement which needs no change of type from week to week, or from month to month, or even from year to year.

The kind of advertisement the foreman printer on some local newspapers really delights in is run by some banks. It comes in the form of an electro cut with just the name of the bank, and of its manager set forth in clear type, and a few figures showing assets, and a word or two saying that savings bank deposits are accepted from a dollar up, and that the safest way to send money is by means of the bank money orders of that particular bank. These advertisements cannot be changed even if the printer wanted to change them. They run the same week after week. They may do for banks. They won't do in retail business.

Make Your Words Worth While

There is no real money value to your business in an advertisement which you never change. You pay for space in which to print your business message. If your message is stale and flat it will also be unprofitable to you and to everybody else. Your advertisement must be interesting, new, fresh, bright, bringing an idea of benefit to its readers, and then it will bring profit to you. You must change your message frequently, and make every word of it count as a salesgetter.

Unless you are to get business from your advertising, and steady business and new business, and plenty of business, you may just as well give the money you propose to spend on advertising to the nearest charity, and don't trouble your local newspaper to set up any advertisement for you at all. It won't help you to have an advertisement inserted that is just going to fill space (for which you are paying) and bring you no results. It won't help your local newspaper to have that kind of advertisement from you any more than it would help your business to have a customer buy a pair of boots from you that she never could possibly wear, and had to keep them in the parlor for her lady friends to look at.

There are four essential things that your advertisement must do and do every day if it is to bring you business, and earn its right to appear in the local newspaper.

1. It must arouse the interest of all who see it. If you use the same old copy day after day and week after week your advertisement will certainly not arouse any interest in anybody.

2. It must hold the interest steadily. Again if you must use old stale copy left in the paper for a long time your advertisement cannot hope to hold interest.

3. It must arouse in the readers whom it interests the desire to possess the goods advertised.

Once again, old stale copy will not do this unless you are willing to run steadily over your firm name an announcement like this:

"Five Dollar Gold Pieces on Sale Daily for Four Dollars." Even if you did that, the chances are the desire to possess the goods advertised would be overcome by doubts as to the truth of the advertisement, and you'd not only lose on sale, but you'd lose on every doubt that arose that which is worth more to you than money, namely the reputation of your store.

4. Your advertisement must awake action in the mind of every reader. It must tell them what to do and where to go to get hold of the goods they desire to possess.

People buy newspapers to get news, and you can make the news about your goods so interesting and so attractive to them if you choose to take the trouble that they will never overlook your advertisement any more than they overlook the local news items, births, and marriages.

REQUIRED MORE ROOM

M. MARKUS & SON, of Montreal who style themselves the Button and Trimming House of Canada, have removed to new and more commodious quarters at 17-19 St. Helen St., in the former Gault Bros. building. These larger premises were necessitated by their steadily increasing trade. A short time ago this firm celebrated its 30th anniversary since it commenced business.

AUTOMOBILE ACCESSORIES OF MEN'S WEAR STORE

(Continued from page 34.)

25 miles over "cord-a-racket" roads was a day's journey in our father's time, the most decrepit "jitney" of them all will cover it now in a little over an hour.

Consequently trade may be drawn from localities, farming sections, outlying villages and so forth, that formerly were considered absolutely "out of bounds." There are thus added to every town thousands of customers who may be reached and who can reach the store doors in nearly as short a time as the town dweller can go downtown.

Moreover this thing is only in its infancy. In spite of the war pleas for economy and the high price of gasoline, thousands of new car owners are being "born" every day. Farmers are getting undreamed of prices for their farm products. More and more of the old-time buggies and democrats will pass into the scrap heap. Every new automobile purchaser within 35 miles of your town is a prospect immediately.

Should Get List

In order to intelligently canvass this trade a list of automobile owners is necessary. Records are kept in the licensing department at the Provincial Parliament Buildings, but these are in such form as to be of small value.

Might Directories Limited, however, have made classified lists of owners for each town, village, township, and so forth. From this firm complete records may be obtained for comparatively little cost. The advent of the automobile is one of the greatest advances in modern times. It may be the means that will widen the possible clientele of a small town merchant 100 per cent. Those merchants who have awakened to this fact and who are reaching out after the new business all report the results well worthy of the attempt and this unanimous opinion should cause the last "doubting Thomas" to get busy.

FIFTY YEARS YOUNG

LYON COHEN, president of the Freedman Co., Montreal, and also president of the Clothiers' Manufacturing Association of Montreal, celebrated on May 8th his 50th birthday. Mr. Cohen claims to be 50 years young as he is still in the prime of a vigorous manhood and takes part in many philanthropic enterprises outside of his numerous business activities. Mr. Cohen is most proud of having two sons in khaki; Capt. Horace Cohen who went overseas with the 163rd French-Canadian regiment and Lieutenant Nathan Cohen who is at present attached to a regiment in Montreal. The birthday was made the occasion for numerous presentations from various societies to which Mr. Cohen belongs as well as from many of his personal friends. What Mr. Cohen values the most, however, was a presentation from the office staff and another from the factory staff of the company of which he is the head.

Giving Prominence to Neckwear

Right in the centre of the store of R. H. & J. Dowler, Windsor, Ont., at the front entrance stands this tie circle. The feature of same is the large stock kept on display on racks arranged according to prices. Underneath also entirely under glass is carried the balance of the stock. Price lines are kept together and the display racks are above those of same price in the cases.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN.

VOL. 8. JUNE, 1918 No. 6

EDITORIAL BRIEFS

AND NOW still further restrictions are to be put upon interior lighting. Men's wear dealers should be careful to check up their lights and see whether they conform with the order of the Fuel Controller, issued May 1, which restricted the amount of light for interior purposes to one watt per square foot of floor space.

* * *

THE STORY in this issue which tells how one men's wear dealer made a special drive after the furnishing business of automobile owners in the district adjacent to his store will serve to make thinking merchants wonder if there are not some energetic measures of a similar nature that they also might not take to keep up turnover.

* * *

STRAW HAT prices in this year of grace 1918 with the prospect that these will be still higher in the season that is to come in 1919 should be sufficient to make every dealer in "lids" realize the folly of price cutting before the selling season is half over.

USING AGGRESSIVE METHODS

IN this issue the story is told of a men's wear merchant who believed that he could increase his business in the little clothing wants of the motorists by an active campaign. He took the trouble to obtain lists of all motor owners within twenty miles of his store, circular letters were sent to them, and this was backed up by special window displays devoted to these lines.

It is by such methods as these that men's wear merchants will maintain their turnover even while more and more of their customers are drafted for overseas service. For such, there are good times ahead, 1918 will continue to be a banner year, but the total volume of business done in men's wear stores, may be, in fact probably will be, slightly restricted.

The merchant who is too lazy, too indifferent or too blind to his own interest not to grasp every means to secure the business which he feels should be his has little reason to expect anything but a substantial slump in his sales figures.

MAKING ADVERTISING EFFECTIVE

ARE the public becoming calloused to ordinary advertising appeals? Many men's wear dealers have reported to MEN'S WEAR REVIEW that they believe this to be the case. It is only necessary however, to glance over the columns of the large city dailies to realize that the great departmental stores still have faith in the pulling power of printer's ink.

The trouble with a great many merchants when preparing advertising lies in their use of too many generalities. The public are thoroughly "fed up" with such stereotyped talk. They want news, genuine news, about the goods in stock, their style features, their wearing qualities and their price. Such advertisements will always be read.

THE STRAW HAT PROBLEM

IF there ever was a year which offered a splendid opportunity for hatters to break away from the time-honored custom of slaughtering straw hat prices when the season is about half through and much of the real hot weather still to come, it should be this very year of 1918.

With straw hat prices soaring to figures never before dreamed of, with every report coming to hand accentuating the difficulties in securing straw braids even at the high prices prevailing and with the certainty that high as this season's prices are they will be greatly exceeded in 1919, does it not seem ridiculous in the extreme to throw such valuable merchandise away at a loss?

In addition it must be remembered that men are not looking so much for bargain merchandise. They are willing and able to pay a fair price for a good article. Everywhere we hear that felt hats from $6 to $10 are the big sellers. If a man wants a straw hat in the summer of 1918 he will be willing to pay for it. Of course if it is offered to him for $1 he is not going to pay $4.

Men's wear merchants and hatters should strive to reach some understanding along these lines. Let this year be the one when this evil, that from time immemorial has sapped the profit from the straw hat game, should be eradicated once and for ever.

THE RETURNED SOLDIER

ONE of the big problems that confronts the industrial and business community is the assimilation of the returned soldier. Already 35,000 of these men have been returned from the shell-pocked fields of Europe as unfit for further military service. There are between 20,000 and 25,000 Canadians still in English hospitals.

To train these men in schools in such a way as to fit them to take up some sort of vocation would necessitate large training centres. At most it is estimated not more than twenty or twenty-five courses could be provided for them. If these men were to get their training with employers some 175 occupations would be open to them.

It has been deemed advisable by the Government that these men should receive their training under the conditions they will earn their livelihood in. To this end the Government has taken steps to get the co-operation of employers in this matter.

BUILDING ON ADVERTISED LINES

Brantford Merchant Bases His Whole Business Upon Standard Lines—Tries to Secure Exclusive Agencies Where Possible—Novel Buying Policy Advanced

A little over eight years ago W. D. Coghill opened a small men's wear store in the city of Brantford. To use his own words, "There was nothing special about me and there certainly was nothing special about the store which I opened, that having been changed overnight from a fruit store." Mr. Coghill therefore thought over the best means of building up a little trade for himself. He decided to specialize on well known, nationally advertised, trade-marked lines.

For instance, he found that a certain brand of high-grade workingmen's gloves, extensively advertised, was not handled in Brantford. He secured the agency for this line with results that were immediately noticeable. He followed this by an equally well known brand of overalls.

For these lines he secured exclusive agencies and with these as his cornerstone he started in to build his business along the same plan.

Handles Women's Hosiery

One line that he has developed considerably has been his hosiery trade. In this he caters to the women as well as the men. He has secured the agency for four or five well known brands and he is able by specializing on these to bring trade even past the splendid departmental stores for which Brantford is so justly famous.

As an instance of the class of business he does, Mr. Coghill mentioned to MEN'S WEAR REVIEW selling a pair of overalls and a pair of silk stockings at the same time to a well known Brantford lady.

Mr. Coghill lays stress upon the fact that his business is secured almost exclusively by depending on these well advertised and widely known brands. As stated before his store is small and but little money has been tied up in fixtures. Notwithstanding this, a very substantial little trade at small expense is being carried on over his counters.

Novel Buying Ideas

Mr. Coghill has some ideas on buying which are well worth recording. He sums these up by stating that one should buy on every rise in the market, when it is steadily advancing as it has for the past two years. He claims that this is necessary so that one can gradually unload these advances on to the public. If one advance is skipped the price has got to be suddenly increased to the public, so much so that it scares people away, while buying on every rise makes it possible to keep average cost at a fair price and make money. He has followed this policy out faithfully on such lines as overalls and underwear and now has quite a stock that averages to cost much below present market values.

While some merchants might feel that such a method of building business would not be the one they would care to follow, preferring to establish a reputation for their own goods, it is well worth noting the demand that exists for trade-marked, nationally advertised goods and the merchant who persistently flies in the face of this demand is making for himself a hard row to hoe.

NETTLES FOR TEXTILES

The Weekly Bulletin issued by the Department of Trade and Commerce at Ottawa contains the following report which indicates that there may still be untried raw materials for the textile industry which may come to the rescue of wool, cotton, flax and silk, all of which have been doing their bit to supply war demands:

"The short supplies of raw materials for the textile industry such as flax, hemp and cotton, has caused the Danish industry to experiment with substitutes for these articles and recently the Danish Government has voted kr. 10,000 for such experiments, which will be devoted principally to finding cut the best means for doing away with the woodstuff and the stalks of the nettle. When the nettle is harvested, the leaves and tops are cut off and dried and used as cattle feed. The pulp in the stalks is done away with through fermenting. In Denmark this is done partly by the aid of cold water and partly with hot water. Afterwards the stalks are dried and then it is easy to take away the woodstuff from the fibres. The fibres which are left and which will replace hemp and cotton are thereafter worked in special machines and spun into yarn of different fineness, according to whether it is to be used for weaving cotton-like goods or coarser grades of weavings.

Experiments are also being carried on with reference to the value which the leaves and tops of the nettle have as fodder for cattle and swine.

Such experiments are also being made in Norway."

SUITS, STILTS, SATISFACTION

Being the Simple Story of the Way One Brockville Firm Increased Its Boys' Clothing Business—Merchants Everywhere Paying Attention to This Department.

EVERYWHERE men's wear dealers are awakened to the importance of the boys' clothing department. Every effort is being made to increase this business and to attract the boys' trade to the store.

The Robert Craig Co., of Brockville, Ont., have recently tried out a scheme they claim has been very effective. Simply speaking, it is the giving away with each boy's suit or overcoat purchased a pair of stilts. Naturally this aroused a great deal of interest among the boys.

What They Say

H. P. Conklin. of the Robert Craig Co., writes as follows:

"This we might say is the second season we have been trying this scheme, and we find it very successful. It not only gets the boys interested in our clothing department, but we are satisfied with the amount of money invested, it has brought us three times the amount of extra business.

"These stilts cost us, laid down, about seventy cents per pair.

"We would certainly recommend this system to any concern handling boys' clothing and furnishings who wishes to get in touch with the growing boy of this age."

The experience of most retailers seems to prove to them that something along this line of advertising is particularly effective with boys. It is not hard to imagine that the boy without a pair of these stilts, who sees his chum with them, will make the lives of mother and dad miserable until a new suit has been purchased from the Robert Craig Co.

While this scheme is not particularly new, it serves to emphasize the opportunities that exist, in increasing the business of the boys' department if some "ginger" is put into the merchandizing machinery.

These Wonderful Adjustable Hi-Lo Stilts Free With Every Boy's Suit Purchased at Our Store

Hi-Lo Stilts are fitted with adjustable stirrups graduated to four different heights, which can be raised or lowered at will, enabling you to use these stilts with perfect safety by adjusting the stirrups to the lowest notch to begin with, and gradually raising them as you acquire greater skill in stilt walking.

Hi-Lo Stilts are painted red, durably constructed in every particular, and usually priced at $1.00 in retail stores.

You will be the envy of all your playmates if you possess a pair of Hi-Lo Stilts.

The Robert Craig Co. Ltd.

30 KING ST.—WEST

Boys' Clothing Specialists

Four Stores Join

New Liskeard Firms Unite to Combat Mail Order House Catalogues to Cover Whole Section, the Cost to be

OUT of the North Country comes the news that a new idea is being evolved to meet the mail order competition of the large department stores. The idea is for four stores of different classifications to combine in the issuance of a catalogue to be distributed throughout the country in that district. The idea was conceived by merchants in the town of New Liskeard and the firms which have entered an agreement to carry out the project are the George Taylor Hardware Company; Wesley McKnight, men's furnishings; Elliott & Co., dry goods; S. Greenwood & Sons, grocers.

Will Give Complete Selection

By combining together in the issuance of this catalogue these merchants have in reality all the advantages of a department store or mail order house. One of the reasons for the loss of trade to the mail order houses in the past has been the advantage of wide selection which the consumer has had. For instance, if an order were being made out for some groceries to the mail order house and a small order for hardware amounting to $1 or $2 in value was needed it was a simple matter to include the order in the one with the groceries. Very often the consumer would be content to buy at the local grocery store if it were not necessary to make the buying trip especially for the article or articles in question. When the consumer starts to make out an order he usually goes over his complete list of wants. The merchants of New Liskeard have found that quite a lot of business has been slipping away because the consumers have been inclined to make up these combination orders.

Catalogue to Be Issued May 1

This arrangement has progressed so far that these four concerns have each agreed to contribute $200 toward the expense of the catalogue. The catalogue will comprise between 1,400 and 1,500 pages. With hardware, groceries, dry goods and men's wear the lines will be as complete as any consumer would wish for. Some of the merchants who conceived the idea took it up with the Board of Trade with the hope that all the merchants could be interested in the scheme. This was later found to be impracticable and it remained for the merchants themselves to take the initiative in the matter. The result of these deliberations was that four concerns decided to go into the scheme.

Four Responsible Business Houses

It was, of course necessary to get concerns into the arrangement who would have the confidence of the community, stated the manager of one of the companies, in describing the scheme to MEN'S WEAR REVIEW. These concerns who have decided to go into it are well-established and have a business connection in the community extending back for some time. Not content with this assurance to the community we have made arrangements with the bank to make the financing of the proposition comparatively simple. The bank will make adjustments according to the amount due the various stores from each of the orders.

May Send Order to Any One of Four

The arrangement has the advantage of constituting each of the parties to the agreement a committee to see that the balance of the order is filled out properly. For instance, if the order were mailed to the dry goods store and there were orders for the other three stores contained therein, the dry goods store would undertake to see that the balance of the order was secured and shipment made at the same time. This would be accomplished by getting in touch with the other concerns and having them deliver ready for shipment the goods required. In this way the one order from the consumer would suffice to set the wheels of trade in motion within the town and so relieve them of the necessity of making a special trip to do the purchasing.

When an order of sufficient size is

WHY THE CATALOGUE HOUSES FLOURISH.

He was asked for a little article. Did he say, "I'm sorry, we are out of that article to-day, but we will have it shortly."

No, Sir!

He said: "We don't keep it, there is so little call for it that it doesn't pay to keep it."

When it was mentioned that with parcel post he could take orders for such little things, get them quickly, make his customers happy and add greatly to his trade, he said it was too much bother.

Besides these people were catalogue house people anyway, and only bought from him something they couldn't get, and he didn't care whether he accommodated them or not.

Can you beat it?

From Hardware Age

In Mail Order Idea

Activities—Provide Machinery For Giving All Round Service—Shared by All—The Banks Give Their Assistance.

thus made up the saving in delivery charges would be considered as compared with the mail order house. For the goods are usually sent by express from the mail order house. Where carrying charges are included in the price of the article this must of necessity be added to the cost of the article. Where the consumer pays the express charges on receipt of goods it comes out of his pocket more directly. Express charges are based on the weight of parcel and distance to be carried by the express company. Whether the consumer pays the express charges or whether the mail order house pays them, they are eventually added to the price of the goods. Carrying by express is more expensive than carrying by freight, when the goods are brought in in large quantities. The retail store has the advantage in this respect in that it is closer to the point of distribution. This works out to the advantage of the retailer when the price of way freight shipments is considered as compared with the cost of carrying in carlots. For instance, two of the items instanced were those of paper and nails. By way freight the cost of shipment of paper from Toronto to New Liskeard is 56c per hundred pounds and on nails 59c per hundred pounds. When these commodities are brought in in carload lots the cost is 39c per hundred pounds. This difference is often sufficient to allow the retailers a good margin and at the same time allow him to undersell the mail order house. As an instance where it is possible to beat the mail order house take the sale of oyster shell, used to a large extent for poultry. The department store sells this at $1 per hundred pounds plus the freight which costs 62c per hundred to New Liskeard from Toronto. This oyster shell can be laid down in New Liskeard to be sold at $1.25 per hundred and when the freight delivery charges of 15c per hundred are added to other points in the district the cost to the consumer is brought to $1.40. The cost to the consumer from the mail order house on the other hand is $1.62. This enables the consumer to save 22c per hundred by buying locally. If quantities of 500 pounds are purchased at one time the price is $1.32 per hundred pounds. In large quantities such as this the clear saving would be 32c per hundred pounds.

This is but an instance of what can be done in the way of meeting the mail order competition. Furthermore, there is an advantage to be given the consumer in the matter of quicker delivery. With the retailers on the ground nearer to the point of distribution the consumer can have his goods delivered in most instances the same day and the outlying districts the day after the order is sent. With the mail order house it often takes much longer.

New Idea in Distribution

The idea which is being evolved in this instance is indeed a new one. It will be watched with a great deal of interest by merchants everywhere. It means that the merchants of a particular community are combining their efforts to give as complete a service as the mail order house. It would seem to have all the advantages of the mail order house in convenience in ordering goods, with some of the disadvantages left out. For there would be the same range of goods to select from, the assurance that the order will be filled without further trouble on the part of the consumer, prices would be equally as low as the mail order house, and delivery would be better.

FIGHTING THE FIRE WITH FIRE

The Catalogue House fattens on the profits on the business that the local merchant throws his way.

They prosper because they give a service that the public demands, a service that could be better given by the local store.

What is the answer? A better service by the store, a service such as is rendered by the stores mentioned in this article.

The Catalogue House has no talisman of success. It finds out what the people want and gives it to them in the easiest way.

The local store has every advantage of location, of knowledge of their trade, of ability to deliver more promptly, and the chance of meeting complaints with a personal explanation.

The remedy is to give Catalogue House service, and then forget about the Catalogue House.

Irvings's Ltd. has been incorporated at Ottawa with a capital of $20,000 to manufacture and deal in all kinds of wearing apparel and materials used in manufacture of same.

Harold W. Parr recently joined the staff of Dunns, Limited, men's wear dealers, Saskatoon, Sask. He was formerly with the Fawcett Hardware Co., of same city. Mr. Parr is recognized as one of the leading window display men in Canada, having secured many prizes in various contests.

MARKET REPORTS

THE MARKETS AT A GLANCE

IT being just between seasons in practically all lines of the men's wear trade there are few market changes of importance to record. The market as a whole has been very firm with raw cotton the one weak feature in it. This staple of the textile trade has shown a tendency to still lower prices on account of good crop reports, restricted exports, and rumors of Government price control. Manufactured goods, however, have shown no sign of weakness and are firmly held in all lines from the yarns to the finished fabrics; in fact advances are recorded in a number of lines.

The news regarding the woolen situation is not so satisfactory as it might be. A number of the manufacturers seem to be doubtful if they will ever receive all their allotment from New Zealand and Australia owing to the shipping conditions. The Canadian clip which is being collected this month is likely to show a considerable increase in quantity over that of a year ago and it is expected that there will be more attempt to retain it in this country although to do so it will have to be bought in open competition with United States buyers.

Overall prices have again been advanced; the better lines are now $27 per dozen with $29 asked for Fall placing. It is stated that overalls manufacturedfrom denims at the prices that are being asked to-day by the mills would have to be sold at $35 per dozen to allow the manufacturer any profits.

An advance is expected to materialize in the next few days in some lines of waterproof collars. Linen collars remain steady although the price in the United States has been advanced to a par with that prevailing here.

Neckwear silk is very firm, an advance having taken place in the Japanese raw market of nearly 20 per cent. In addition dyers are asking much higher prices and all manufacturing costs are going up.

Business in general may be described as fair. The warm weather that prevailed during the latter days of May certainly helped thing along to some extent and conditions generally were better than they were a month ago when for a while business was very quiet. Neckwear manufacturers in particular report a revival in business that is partly accounted for by the holiday trade centring around Victoria Day. The trade generally seems to have adopted a conservative attitude of reducing stocks and only buying ahead for lines that it seems likely will be in scarce supply in the near future.

COTTON WEAK

No Sign of Raw Cotton Recovering at Present—Market Still Seems Top Heavy—All Manufactured Articles Firmly Held

COTTON.—During the month there has been no inclination on the part of the raw cotton market to recover the ground lost in the sudden slump of a little over a month ago. News that comes to hand seems to be continually bullish and what movement there has been has been downwards with slight rallies which are without any real strength to them. The fact of the matter is there is apparently going to be lots of raw cotton in the United States this year as exports are being seriously cut down, and although Government demands are enormous the capacity of all the United States mills has a limit and they can only use up so much cotton. On top of this there is turning out to be a bigger carry over of the previous crop's cotton than was anticipated. Then again there is no doubt that some form of price regulation is still in the air. If cotton had continued to climb the way it had been doing ever since last October this would have doubtless materialized before this. The reports from the crop area, while variable somewhat with the weather, are on the average good and show that a bumper crop should be harvested this year.

The situation in so far as all manufactured goods is concerned is directly opposite to this. There is no sign of prices coming down and from the spinners to the weavers a firm attitude of "take it or leave it" is noticeable. The fact is that while there is plenty of raw cotton there is not enough cotton yarn or cotton materials and it is consequently a seller's market. Such being the case spinners and weavers can hardly be blamed if they hang on to present prices until such time as they have exhausted the supplies of raws bought at top figures. It is possible that there will be a slight weakness noticeable in cotton yarns and consequently cotton fabrics when the spinners are in a position to once more go out into the market and buy cotton, but it is thought the majority of them are loaded up for months ahead at the high prices. Shirt and overall manufacturers in Canada have only one story to tell. Cotton prices may be down, they say, but we are being asked continually higher prices for the cloths that we are having to purchase.

The general feeling in the trade, however, is that the break in the raw product will stave off many advances that would certainly have materialized if same had not taken place. One overall manufacturer told MEN'S WEAR REVIEW that he would not care to speculate on cotton cloths at the present time although he had just bought some and had to pay much higher prices than ever before. There is also a feeling in the manufacturing trade that there is too big a spread between raw cotton and most lines of manufactured cotton fab

rics and that sooner or later some break is sure to come.

WOOLS STEADY

Little to Report in the Wool Situation—Fear Supplies From Great Britain of Worsted Tops Will be Further Restricted

WOOL.—There is but little to report in the woolen situation. Prices having been fixed in the Boston market and prices of imported British and Australasian wools being automatically fixed by the wool commission there is not much room for fluctuation. Canadian wool is being clipped during the month and it is expected that the total clip will show a considerable increase over last year. It is thought more of this will be bought by the Canadian manufacturers this year than was the case last year when it was reckoned that 90 per cent. of the Canadian clip went to the United States.

There seems every reason to believe that the shortage of worsted tops will continue as these have to be brought almost entirely from Great Britain and the situation over there according to several of the wool men interviewed is chaotic and it is impossible to tell what the next move will be on the part of the authorities. Canada has had fairly generous allotments of Australian and New Zealand wools made to her and there is little doubt that the supply would be pretty well sufficient if there was any surety that it would all ever reach this country. Unfortunately there is still the shipping situation to be considered. There is talk of still further reducing to a very considerable extent movements of wool from Australian ports until the food stuffs that are stored there are transferred to Europe, where they are so badly needed.

Then again there is another rumor that says that practically all shipping will be removed from the Pacific in order to make good submarine ravages. There is therefore naturally a good deal of uncertainty as to just how much of the allotted wool will ever reach this country. In the face of this it would appear wise on the part of the Canadian manufacturers to try in so far as possible to retain the larger part of the Canadian clip in this country. To this end there was some pressure brought to bear upon the Government to have an embargo placed upon the export of all wools from this country but the stand was taken that this would be grossly unfair to the breeders who were building up sheep herds here at considerable difficulty.

Fine yarns such as are used in cashmere hosiery and fine grades of underwear are also still very scarce. In this connection one dealer pointed out the fact that the public very often lost sight of the large amount that went down in the ocean. One large mill recently lost two large shipments, and while the monetary loss is covered by insurance, the fact remains that the yarn itself, so badly needed, cannot be replaced.

SILKS HIGHER

Japanese Silk Advances About 20 Per Cent.—Silk Dyers Asking for About 20 Per Cent. Wage Increase

SILKS.—During the month the Japanese raw silk market developed a very strong tone and advances took place that equalled about 20 per cent. The higher grade raw silk, what is known as Double Extra Cracked Kansai, is now quoted $7.40 as compared with $6.65 a month ago. In consequence all silks are very firmly held on the New York market and advances have taken place in a great many lines. In addition to the increased price of the raw material manufacturing costs are continually on the jump and the latest is the demand of the silk dyers for a 20 per cent. increase in wages.

Some European neckwear silks are still coming through but only in the higher grades as the Italian and French weavers realize the impossibility of competing with the United States market on the lower priced lines, with all the cards so badly stacked against them as they are by present conditions.

Importation of silk from Japan remains as difficult as it has for a long time. Shipping space is extremely limited and the uncertainty is further agitated by continued reports of embargoes. Stocks on hand are not large and there are no wide varieties, as a result prices are firmly maintained.

OVERALLS ADVANCED

This Month Sees a Still Further Advance in Overalls—No Prospect That Lower Cotton Prices Will Cause Any Present Drop

OVERALLS.—In spite of the fact that cotton suffered a decline of about 10c per pound inside of the last six weeks there has been no change in the situation in so far as overall materials are concerned. The trend there seems to be continually higher with nothing to expect but still higher prices. One of the larger manufacturers discussed the situation with MEN'S WEAR REVIEW, and stated that he was trying to buy denims just the other day and found prices had firmed up considerably even inside the past week. In fact he said that overalls based on the prices that he was asked at this time would have to bring about $33 per dozen. At the recent convention of the National Convention of Garment Manufacturers held in Chicago, everyone there seemed to look for and expect still higher prices. In fact there is such a demand for denims owing to the huge demands of the United States Government that there is no likelihood of a drop in price in so long as the demand so markedly exceeds the supply.

Overall manufacturers have nearly all advanced their prices again during the month. The higher grade lines made on what are called railroad patterns are now $27 per dozen for immediate and anyone wishing to place for Fall delivery may do so at $29 per dozen.

HATS AND CAPS

Fur Becoming Higher in Price All the Time—Straw Braids Limited in Supply Owing to Shipping Conditions on the Pacific

HATS AND CAPS.—There is little to report in the hat situation this month except the old story of continually advancing prices. There is a great shortage of lines of imported British felt hats and the advances that have taken place in most of these will equal about 50 per cent. since January, when jobbers stocks were bought for the coming Fall season.

Straw season has now opened, and while there are plenty of Panamas and good imitations of same at comparatively reasonable prices, the stock of straw boaters in jobbers' hands is limited and prices are very firm. In this connection it is stated that there may be quite a famine in straw hats next year if the shipping conditions on the Pacific do not improve before then. Most of the straw braids used by Canadian and United States hat manufacturers come from China and Japan and shipping relations with these two countries are becoming more and more difficult and there is talk of still further reducing the tonnage available for use on the Pacific.

WATERPROOF COLLARS

Advance Expected in the Next Few Days—Linen Collars Steady—Prices Advanced in the United States

COLLARS.—At the time of going to press the expected advance in waterproof collars has not materialized, but it is expected that same will take effect in a very few days, at least in so far as one or two of the lines are concerned. Just what this advance would amount to it was not possible to definitely learn, but it is thought that it would likely bring the better branded lines to around $2.50 per dozen with the retail price at 30c.

Linen collars have held steady at the new price established a couple of months ago, although there have been advances in the United States, the price there having been brought into line with the price prevailing in Canada, namely $1.60 per dozen. For the first time there has been no retail price suggested, largely owing to recent rulings from Washington prohibiting the fixing of resale prices prices.

UNDERWEAR

Some Mills Will Be Quoting Spring Prices Next Month—Business in Men's Heavy Lines Still Rather Limited

UNDERWEAR.—There is but little to

report in the underwear situation this month as it is just between seasons. Next month it is expected that some of the mills will be approaching the jobbers with their prices for Spring. There is a good deal of speculation as to how these will compare with the figures prevailing to-day. There is no doubt whatever but that there will be increases, in so far as cashmere and fine woolen lines are concerned, with the possibility of but very limited ranges being shown and these only in restricted quantities.

In cotton goods some of the jobbers do not look for much advance over present mill prices, but nobody expects any decline even though raw cotton has dropped considerably. In so far as the retailer is concerned it is pointed out that a year ago many jobbers still had some stocks on hand so that they were able to stave off a portion of the advance, but that this year they will have to sell at mill figures with a consequent advance in their prices to the retailer.

There is but little business being transacted in underwear at the present time, the demand for heavy lines of men's underwear for Fall not showing any signs of improvement. It is becoming thoroughly believed that retailers are pretty well stocked in these lines and that last winter did not move as much at the high prices prevailing as had been hoped.

SAVING TRAVELERS' TIME

Statement Made That There is a Movement in This Direction—Increased Expense of Travelling Salesmen—Reduced Train Service a Factor.

Montreal, April 17, 1918.

Editor Men's Wear Review:

Dear Sir,—The war is making for us so rapidly to-day that we are overlooking many important changes that we are experiencing in a business sense.

The commercial man is a much happier man than he used to be. The reason is not far to seek.

In the past the buyers of both wholesale and retail concerns have been guilty—unconsciously perhaps—of keeping travellers hanging around before seeing their lines. Such treatment was naturally discouraging to the traveller. It brought unuttered swear words to the tip of his tongue (the knight-of-the-grip never so far forgets himself as to utter them) and it brought big beads of perspiration to his intellectual brow, to say nothing of the loss of time.

There is, however, a marked change in this respect to-day. The greatly changed conditions due to the increased cost of travelling, caused by increased hotel and railway rates, coupled with the reduction in train service have not been lost to the buyers. They realize more than ever the necessity of giving the road man immediate attention and the result is highly satisfying as more territory can be covered at a minimum cost.

To-day the traveller is helped to get the first train out, thus dispensing with the need of remaining over night. This applies more particularly in the smaller towns, where if one cannot get the noon train out, it means waiting one whole precious day for the noon train next day.

The fact that travelling expenses can be kept within reasonable limits by the aid of the new "hurry-up" system is bound to have its effect upon the prices of merchandise because prices are necessarily calculated with the travelling expenses taken into account.

There is another important point partially responsible for these changed methods. The buyers, who in many cases are the merchants themselves, have discovered that their failure to attend to a traveller is sometimes disastrous to them too. Their hesitancy and their delay has meant to them loss of time and money.

In this connection a good story is told. The buyer of an important western concern kept a traveller waiting for two days before deciding to buy. On the very morning that he had finally decided to place his order a telegram was received from the firm this traveller represented stating: "All orders taken from to-day are subjected to an increase of 15 per cent."

Whether such a message was really received or not cannot be vouched for by the writer, but the moral is there anyway.

On the whole the new conditions existing at the present time between buyers and travellers are decidedly encouraging and augur well for the future.

Yours very truly,

LOUIS S. DAVIS.

2,000 BOYS AS FLAX PULLERS

AN announcement that appeared in the daily press a few days ago is of interest to the men's wear trade as it still further emphasizes the importance of the boys' business for the coming year, in view of the fact that so many of them will be working at high wages. The statement referred to was given out after a conference between representatives of the Canadian Flax Growers' Association and Dr. Riddel, superintendent of the Trades and Labor Branch. This conference resulted in arrangements being made by which big camps are to be established at central points where about two thousand boys under military age will be concentrated. Tents, cooking equipment, etc., will be provided by the department. These boys are to be engaged in flax pulling and payment will be made on an acreage basis. It is stated that the remuneration will be sufficiently generous to insure good wages to the slowest worker.

A BRIDEGROOM'S DUTIES

JUNE is at hand. Some of your customers may be among the list of June bridegrooms. They may ask you what their duties are on the auspicious day, how they should perform and so forth. Will you be able to tell them? Below we give the correct information. It is one of the little things well worth knowing.

Among the duties of the bridegroom are the following:

He first selects his best man, either an intimate friend or his brother, who acts as his "chief executive" in arranging all details. Together they choose the ushers, allowing the bride to select the majority.

He pays the fees for the marriage license, clergyman, sexton and the opening and lighting of the church. He provides the marriage ring, the bride's bouquet, the bouquets of the bridesmaids, and if he desires, the cravats and gloves for the best man and ushers. It is customary for him to give cuff links or scarf pins to his attendants as souvenirs. He furnishes the carriages for the ushers to and from the church, that in which he and the best man go to the church, and that in which he and the bride drive away after the ceremony.

If the best man comes from a distance, the groom acts as his host.

It is a habitual but not necessary custom to give a farewell bachelor's dinner a week or two before the wedding for the best man and users and his friends. On this occasion the souvenirs for the attendants are placed at the respective plates, and toasts are drunk, the host proposing her name.

"SEND CLOTHES, NOT CASH"

News From Russia and Roumania Shows Striking Condition of Famine in Wearing Apparel

A MONTREAL clothing manufacturer the other day told MEN'S WEAR REVIEW the fact that one of his friends has a brother in Russia who recently wrote: "We have plenty of money, it is being issued in great quantities by the Government, and we all spend it like water. Don't send us money, but if you can possibly do so send us clothes; we need them badly and can buy none."

Another man recently came from Europe. He found that in Roumania, too, the situation is bad. "If you can send them new clothing send it; if not, send them old clothing, for they have none, and none is to be bought in the country," he said.

This clothing maker stated that other European countries are in as serious a plight.

Jos. Hanna, men's furnishings, Ottawa, Ont., is now styled Hanna & Boushy.

Mac & Mac, men's furnishings, Regina, Sask., have sold out to A. I. Johnston.

WHY CLOTHING IS HIGHER

All Materials Advanced in Price, Some as Much as 300%—And Prices Still Rising—Overhead Expenses Also Greatly Increased

IN the following table are listed a few of the materials that go into a suit of clothes, giving their average cost before the war as compared with their average cost to-day.

Alpacas	$0.35 yd.	$0.65 yd.
Buttons	1.00 gross	1.35 gross
Canvas	.16 yd.	.52 yd.
Cotton back satin, 22"	.45 yd.	.72½ yd.
General cotton goods	Average advance from 150% to 300%.	
Hair cloth	.18½ yd.	.33½ yd.
Holland	.15 yd.	.50 yd.
Inside vest linings	.15 yd.	.40 yd.
Linen thread	2.00 lb.	3.10 lb.
Pant pocketings	.11 yd.	.28 yd.
Rubber	.72½ lb.	1.05 lb.
Sewing silk	6.33 lb.	11.33 lb.
Silesia	.08 yd.	.30 yd.
Silks	Average advance 60%	
Silk sleeve linings	1.15 yd.	1.90 yd.
Sleeve linings	.15 yd.	.42 yd.
Tapes	2.10 spool	4.50 spool
Wadding	6.50 bale	16.00 bale

Prices are still rising. Since this list went to press, pant pocketings have been quoted $0.42! As there has been so much talk about the increased cost of woolens it is interesting to know just what these increases have been. The following figures are authentic:

The well-known American Woolen Company style D3192 that sold for fall, 1914, at $1.12½, now sells for $3.30. Style 9613/1 during the same period has advanced from $1.05 to $3.25. Standard Kersey, 28 ounce, that sold in 1914 for $2.50 a yard, sold in 1917 for $6. No prices have been quoted on this fabric so far this year. All the mills formerly making this cloth are now producing uniform fabrics. Standard clay worsteds that sold in 1914 for $1.55 a yard, sold in January and February of this year for $4.15. Serges that sold in 1914 for $1.35 are selling to-day at $3.50. Twelve-ounce Thibets that sold in 1914 for 55 cents sold in 1917 for $2.50. No price quoted in 1918.

Even this does not exhaust the list of factors that have increased the cost of a suit of clothes. The increase in price of all foodstuffs and almost every necessity has made it necessary to pay higher wages, while income taxes, excess profit taxes and many other items have increased the overhead expense of doing business.

Since these shifting prices are absolutely beyond the control of any or all branches of the clothing business, the only thing to do is to adjust one's self and one's business to the change and remember that there is a bright silver lining to this particular cloud. This lies in the fact that everyone is busy these days and almost everyone has more money to spend for clothing than in any previous times.

A popular model from the wash suit range.

One of the double breasted models that have been receiving considerable attention.

GARMENT MANUFACTURERS CONVENE

"WAR SERVICE FIRST" was the key note of the nineteenth semi-annual convention of the National Association of Garment Manufacturers which was held at the Hotel La Salle, Chicago, U.S.A., May 15-17. Among the several hundred garment manufacturers that were present the following were noticed from Canada: Chas. Kitchen, of the Kitchen Overall and Shirt Co., Brantford, Ont.; J. A. Haugh, of the Haugh Manufacturing Co., Toronto; C. A. Graham, of the Great West Garment Manufacturing Co., Edmonton; C. Fell, of Hamilton Carhartt, Toronto; H. M. Levine of The Montreal Shirt and Overall Co., Montreal; Mr. Emery of the King Garment Co., Winnipeg; Mr. Corbett, of Hudsons-Parker, Toronto; P. S. Hardy, L. E. Charron, J. L. Amplement and P. Gagnon of Alphonse Racine Limited, Montreal.

Many interesting matters were discussed largely in connection with conditions that had arisen since the war. The Canadian manufacturers seem to have been impressed with the business-like way that the Washington Government has handled many of the problems that they have been forced to face. They have tried wherever possible to call practical men into the harness and where this has been done their advice has really been considered. For instance, a committee of three garment manufacturers that were asked to assist the Government in preparing certain garments drafted the patterns and had made in a model factory what was considered the perfect garment of the kind desired. From this garment 500 patterns were made and sent to the various manufacturers throughout the country who were tendering on same.

One of the developments that arose from this meeting was the formation of a Canadian branch of the association. It was felt that better results could be secured from such an association working in harmony with the larger organization across the line. The preliminaries were therefore gone through with and for this year H. M. Levine of the Montreal Shirt and Overall Company will be president, with Mr. Emery of the King Garment Co., Winnipeg, Man., as secretary. The first meeting of the new association will be held in Toronto in September.

THOMAS JACKSON, vice-president of the Jackson Mfg. Co., with head office at Clinton, Ont., died at his home in that town on Tuesday, May 7, after a more or less protracted illness, although he did not actually give up his work until shortly before the end.

Mr. Jackson travelled a lot for the firm of which he was a partner, and was personally known to a large number of men's wear dealers. In his home town he was known to every boy and girl as "Uncle Tom" Jackson owing to the method he had of mixing with the young people in their sports and entertainments.

TRADE DEMANDING HIGH-GRADE HATS

Harder to Procure Than Cheaper Qualities—Old Price Limits Broken Never to be Reconstructed—Much Higher Prices in Sight in the Near Future—A Good Year to Discontinue Straw Hat Sales

"THE trade is demanding the high priced hats, and these are the very ones of which it is hard at the present time to procure a stock." The speaker was a Toronto jobber who has specialized on imported hats for years, a particular line of these in fact and has built up a large trade for a certain brand. These he finds almost impossible to procure at the present time, and yet these very hats are what the trade demands although present prices put them in what might be called the luxury class.

Price Limits Smashed

This seems to be the report from every source that MEN'S WEAR REVIEW could get in touch with. The trade is demanding the good article in hats as well as everything else, and the cheaper grades are not selling nearly so freely. In fact there is such a change in the hat business as to make some of the old timers scratch their heads in astonishment. Dozens of men who never paid more than $2.50 for a hat in their lives are coming in and looking over the stocks and laying down from $6 to $10 without turning a hair. The old chains of price limitation that seemed for so many years to have restricted the hat business to a marked extent have apparently been laid aside, and it is doubtful if they will ever again be as strong a factor as many men are really appreciating for the first time the difference that exists in hat qualities, and hereafter a hat will not be just a hat, but will have to come up to certain specifications to satisfy.

R. J. Livinson's, of Montreal, have long made a prominent feature of their hat department. Such displays as this are continually used to draw in the passer by.

True of All Classes

A Toronto Yonge street hatter remarked how this tendency was embracing all classes of men. Not only the high-salaried men, but men known as the working class are also showing this same tendency and with the present price of labor it is possible for them to satisfy their desire for good quality goods. To many of them it is coming as a surprise to find that it actually pays them in dollars and cents as the hat of high grade gives them so much longer wear and looks so much better while it is being worn.

Still Higher Prices

As to the future there is every reason to believe that still higher prices, much higher in fact, are to be in force when the lines are shown for next Spring. One jobber showed MEN'S WEAR REVIEW quotations that he had just received from a prominent hat manufacturer in England. To mention two lines will be sufficient to give a general idea of the situation. One of them was bought in January for Fall selling, at 87s., and three months' later in April the price asked was 125s., or an increase of nearly 50 per cent. Still another was up 27s. per dozen, and a cheaper grade showed an advance of 19s.

Silk Taffeta outing hat made in olive green and nigger brown—a Summer novelty shown by the Boston Cap Co.

Shortage of Skilled Help

The labor situation in Great Britain is largely responsible for the latest increases although of course raw materials are also on the climb. The big question, however, is that of help. The new manpower bills are still further stripping industries not directly connected with war production of their skilled labor, and some manufacturers will go so far as to say that they will be compelled to close up if all men that are mentioned in the new bills are to be called up at once.

Limited Fur Supplies

The Canadian and United States manufacturers are suffering from still further restrictions in raw supplies. Shipping difficulties are largely responsible for these. Men, food, ammunition and supplies must be rushed across the Atlantic in increasing numbers and quantities to meet the demands that the German drive has caused. All else is subservient, and rightly so, to the main issue before the democratic nations in the year of our Lord, 1918, trade.

In consequence, many of the shipping companies have received instructions to refuse all business from Australian ports until the necessary supplies of wheat and wool will have been moved. The whole American hat industry thus finds itself in the peculiar position of having skins in Australia which are bought and ready for shipment, but which cannot be shipped.

The embargo on shipments from France of hatters' fur still holds, and the situation in England is such that, while no embargo exists, the factories there are so badly crippled for supplies that it is not reasonable to expect any help from them.

Straw Hat Season Opens

Inside the coming month the straw hat season will get in full swing. If men's wear dealers will remember the prices that are going to be asked for straw hats when they will be offered for Spring, 1919, there may be a tendency to forego the price-cutting sales that have in the past been such a source of dissatisfaction to all concerned.

Good Year to Abolish Sales

Surely if ever there was an opportune time to eradicate this evil it exists this very year. Everything that applies to felts also applies to straws, in so far as prices are concerned. The biggest part of straw braids come from China and Japan, and shipping facilities are cutting the supplies down to such an extent that there will undoubtedly be a shortage, to say nothing of still higher prices. In the face of such conditions does it not seem the height of folly to start selling straw hats at cut prices when they will have to be replaced, if indeed they can be replaced at all, at figures that will run from $4 to $8 per dozen more?

Big Panama Season Expected

Straws and Panamas have been pretty well delivered for Spring, and as has been stated in these columns before, there is every reason to believe that the latter line in particular will have a big run. Men who desire to wear a Panama hat this year will most of them have the money to permit them to gratify their ideal, and the high prices that will prevail on straw boaters will also tend to drive trade towards the Panamas.

DEPARTMENT FOR CUSTOM SHIRTS

As the wealth of the community increases there is more and more noticeable a demand for the better article. Where $1 to $1.25 was the average price that even well dressed men figured on paying for a shirt a few years ago, these same men are now paying from $4 to $6.

With this the demand for custom made shirts has increased, particularly in the larger cities.

Special Room Used

Max Beauvais, St. James St., Montreal, is one merchant who has paid special attention to this branch of his business. To lend distinction and originality to this department a space about 10 feet by 15 feet on the left-hand side of the store was partitioned off, making a small room so appointed as to appear a store within the store.

The accompanying sketch will convey a better idea than any written description could achieve of this nifty little department. Within is a table and chair, and on the walls glass enclosed cases containing samples of the various lines of shirting stocked. In this store from 200 to 300 patterns are carried and the customer has plenty of scope to satisfy his taste.

Selection Made in Privacy

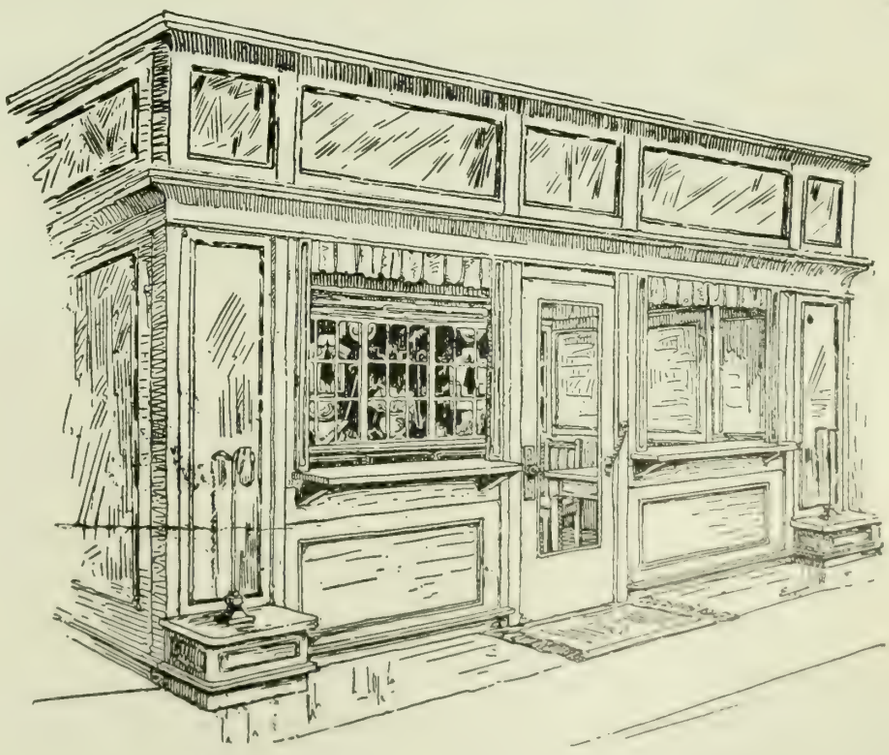
When a customer enters who wishes to select some shirts, and has decided that these shall be made to order he is shown to this room. There is no disturbance, no distraction. The choice is made promptly, quietly and conveniently. There is nothing in this room but custom shirtings and the customer's whole attention is concentrated upon this one line until the sale is made and the measurements have been taken.

Believes Result Satisfactory

Mr. Beauvais states that after a year's trial this department has justified its existence. While it may be possible to carry out this idea to the extent intimated in a large store, the idea of keeping this end of the business in some distinctive section of the store can be utilized by many merchants.

As stated before the space over this department has been utilized for the accounting end of the business, and the floor space is thus made to do double duty.

(Continued on page 48)



SOME SPRING PRICES NEXT MONTH

Knitting Mills at Sea as to Prices That Will be Necessary—Shortage of Cashmere Yarns Still Continues—No Drop in Cotton Yarns.

ANOTHER season is rapidly drawing around and some time during the coming month the majority of the knitting mills will be calling on the jobbing trade soliciting business for Spring, 1919. It is believed, however, that this will not be general. Some of the mills show an inclination to hold back for various reasons. As regards cashmere lines of hosiery and underwear made from similar yarns, there will be but little offered for early placing owing to the difficulty of getting yarns. As has been already announced in MEN'S WEAR REVIEW, several of the larger mills are not going to make delivery of cashmere lines of hosiery for Fall while others are cancelling and withdrawing a great many numbers. The yarn and woolen situation is so complex that even old-timers at the game claim they do not know where they are at and it is more and more difficult to ascertain whether there is hope for improvement in the situation in so far as the finer grades of "French-spun" yarns are concerned.

No Drop in Cotton Yarns

Then, too, there is considerable difference of opinion as to how prices will open on cotton lines for Spring. So far there is no indication that spinners will reduce prices in accordance with the drop in the price of the raw market. The fact is, the demand for cotton yarns is so much greater than the supply that it is a seller's market and the spinners are naturally not anxious to sell yarns, made up from cotton contracted for at higher prices than now prevail, at a loss, when they can sell all they can spin regardless of price. If, however, the present price of raw cotton holds and it seems likely from present outlook that it will when these spinners are able to again go into the raw cotton market for supplies it is possible that slightly lower prices will prevail.

All Other Costs Up

As against this all knitting concerns point to other increasing costs and while most of them will admit that the break in cotton may retard further advances, that would otherwise have been inevitable, all insist that any lower prices need not be looked for. As one manager expressed himself to MEN'S WEAR REVIEW: "It is true that raw cotton has dropped about 10c per pound, but what difference does that make to me? I have still to get my yarns through the spinners and they are holding up prices on all numbers and in fact advances in some of the most wanted counts have actually taken place since the price of cotton tumbled. Added to this there are many other considerations. Cotton yarn is not the only thing that is going into my garments. There is also labor, and the labor situation is certainly not getting any easier. As the military demands are taking more and more of the skilled men from our plants we are forced to fill up with others often of inferior grade and even if we do not pay them more in actual weekly salary we can not get the production out of them, so their net cost to us is naturally greater."

The situation is such that it is very hard to get an accurate estimate of what changes new price lists will show when they come out next month. It seems certain, however, that higher, considerably higher, prices will be the rule in so far as cashmere and woolen lines are concerned, and while cotton goods may not show much advance there will certainly be no decline from figures prevailing to-day.

Sell U. S. Government Orders

Canadian mills are many of them still working on United States military orders and it is stated that there are lots more of these obtainable for any mill that is in a position to take them on. One advantage of this class of business from the viewpoint of the manufacturer lies in the fact that yarns are always forthcoming to make up garments so ordered. The intention of the Washington Government to hurry all possible forces overseas during this Summer and to vastly increase the first contemplated army means that both in this country as well as in the United States military requirements will continue to be a big feature in the whole situation.

In the United States there would appear to be every possibility of a real hosiery famine as Government requirements are expected to necessitate employment of about 70 per cent. of the knitting machines in the country. Retailers who have placed their Fall business in hosiery and underwear do not feel at all sure of getting same as in several instances the Government has been forced to take merchandise that had been intended for the retail trade. It is thought possible that there may be more cases of this kind as the season advances, and the Government finds that its wants are not being sufficiently taken care of.

Canadian jobbers still report only a limited demand for men's underwear and it is thought that retailers are fairly well stocked. To those who are not, jobbers point out that higher prices will certainly prevail once present stocks become depleted.

One hosiery manufacturer, speaking of the yarn situation, said many people overlooked the amount of yarns along with other stuff that is being sent to the bottom of the Atlantic by the enemy submarines. He stated that his mill had twice lost large shipments and it was almost impossible to replace goods thus lost although the actual monetary loss was taken care of by the insurance.

SPECIAL DEPARTMENT FOR CUSTOM SHIRTS

(Continued from page 47.)

Mr. Beauvais does not, of course, neglect his other shirt trade which is a very large end of his business, but believes that keeping the custom made line separate from the regular lines helps both departments and adds distinction to the store generally.

The class of customers who usually buy custom made shirts appreciate the little extra attention that they receive.

Speaking of the extent to which this business has developed, Mr. Beauvais stated that they make up shirts to order from $3 to $18 each. The materials mostly asked for are wool taffetas, with or without silk stripes, peau-de-soie, peau-de-crepe, wool crepes, crepe-de-Chines, zephyrs and fancy brocades, and that the range may be complete the utility Oxfords are well represented.

BRUSH STROKE FORMATION IN CARDWRITING

Each and Every Stroke Completed With One Sweep of Brush—Very Readable Series by Reason of Clearness—Plenty of Background Shown Between Letters

By Robt. T. D. Edwards

Garden Seeds in Large Variety
Many Good Kinds of Washing Machines see them in operation
Dainty Styles for Early Summer Wear

Styles of Window Cards that may be designed from Type of Letter described in this article.

TORONTO is one of the best, if not the best, city in Canada for good showcards. By good show cards we mean good in every department: good in layout, good in color scheme and good in letter formation. Besides all these we may add originality in design. But don't think for a moment that we wish to give the impression that Toronto is the only place that has good show cards. Other large cities turn out excellent work, but on the whole Toronto has an exceptionally good showing of well executed show cards.

The part that impresses one most is the excellent styles and originality of formation of the lettering. This original lettering has been a great feature in the last year and gives a certain zest to the show cards which other features cannot.

It is along this line of original lettering that we are conducting the present series of show card articles. It has been our endeavor to pick out certain good types used by various cardwriters and explain their formation, step by step, right to the last stage of using them on a completed show card.

This is the third lesson in this series. The first published was a heavy stroke letter with all ends of the letters finished round, instead of square, as is usual. The shading, in various styles both for high-lighting and for use behind the letters, was shown. This type is used by various cardwriters and makes a very effective card when completed in good color combinations. The second alphabet of this series was shown last month and was of brush stroke formation made with a small brush. The strokes were somewhat narrower than this month's alphabet. This was an excellent type because it was original in formation and could be easily read. This type is being used at present by various cardwriters.

The type we are showing this month is something that has never been shown in this magazine and should be a valuable addition to the cardwriters who follow these lessons.

As usual it is our endeavor to show as practical a letter formation as possible and whenever we can it is of brush stroke formation. And so it is with this month's alphabet. It is entirely a brush stroke alphabet. That is, each and every stroke is completed with one stroke of the brush, a second stroke not being necessary, and one must practise the work with that in view. Double stroke work is too slow and not as clean-cut as that narrow, single stroke letter.

You will notice how readable these letters are. The reason for this is because of the narrow strokes which show plenty of the background between them. This makes the letter stand out in greater relief than if a heavier letter were used.

There are different features which are embodied in this alphabet which is not found in others. One of these is that all upright strokes are straight. This rule applies to all usually curved letters, such as the "O," "C," "S," etc. These features you will note by a study of the chart. This is a big feature, especially for the beginner, because there is one thing he knows for sure, that all upright strokes are straight strokes and once he or she gets that thoroughly in mind a great deal has been accomplished. In Fig. 1 on the lower line this feature has been brought

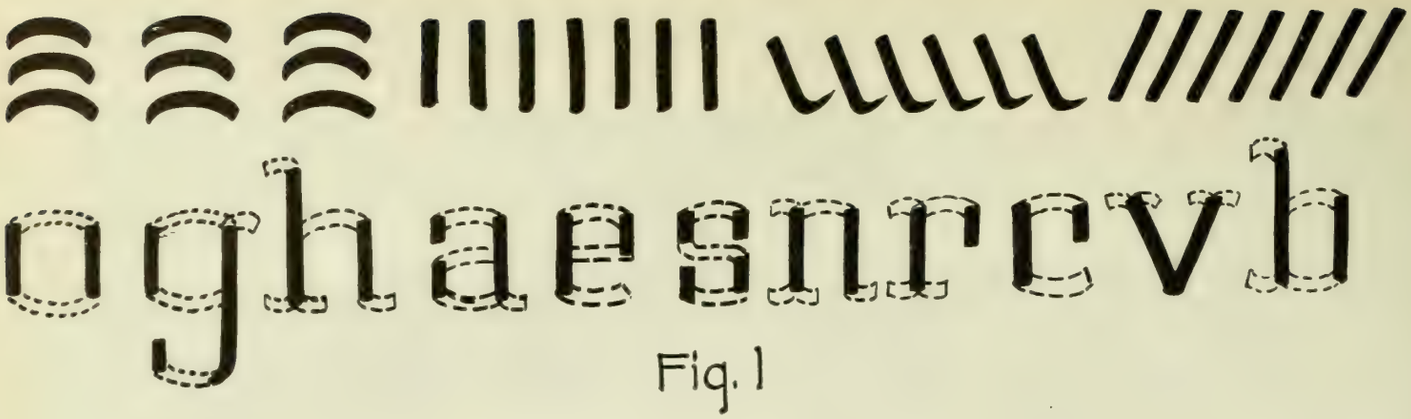


Fig. 1

out strongly. Here are a great many lower case letters all showing the first strokes of the letters to be made and they are the down stroke and they all are straight.

Now, the second feature of this alphabet is another one which will also make the forming of this alphabet very much easier than many others we have had to make, namely, all cross strokes are curved. Now just take a good look over the chart and see if this is not the case. "All cross strokes are curved." Get that in mind and that with the other feature will give the entire formation of this alphabet. Now close examination should be made of each letter before starting to work, then practise it. And when you have perfected it, practise the next one and so on all the way through. The farther you go the easier each letter will become and the more graceful you will be able to make each letter.

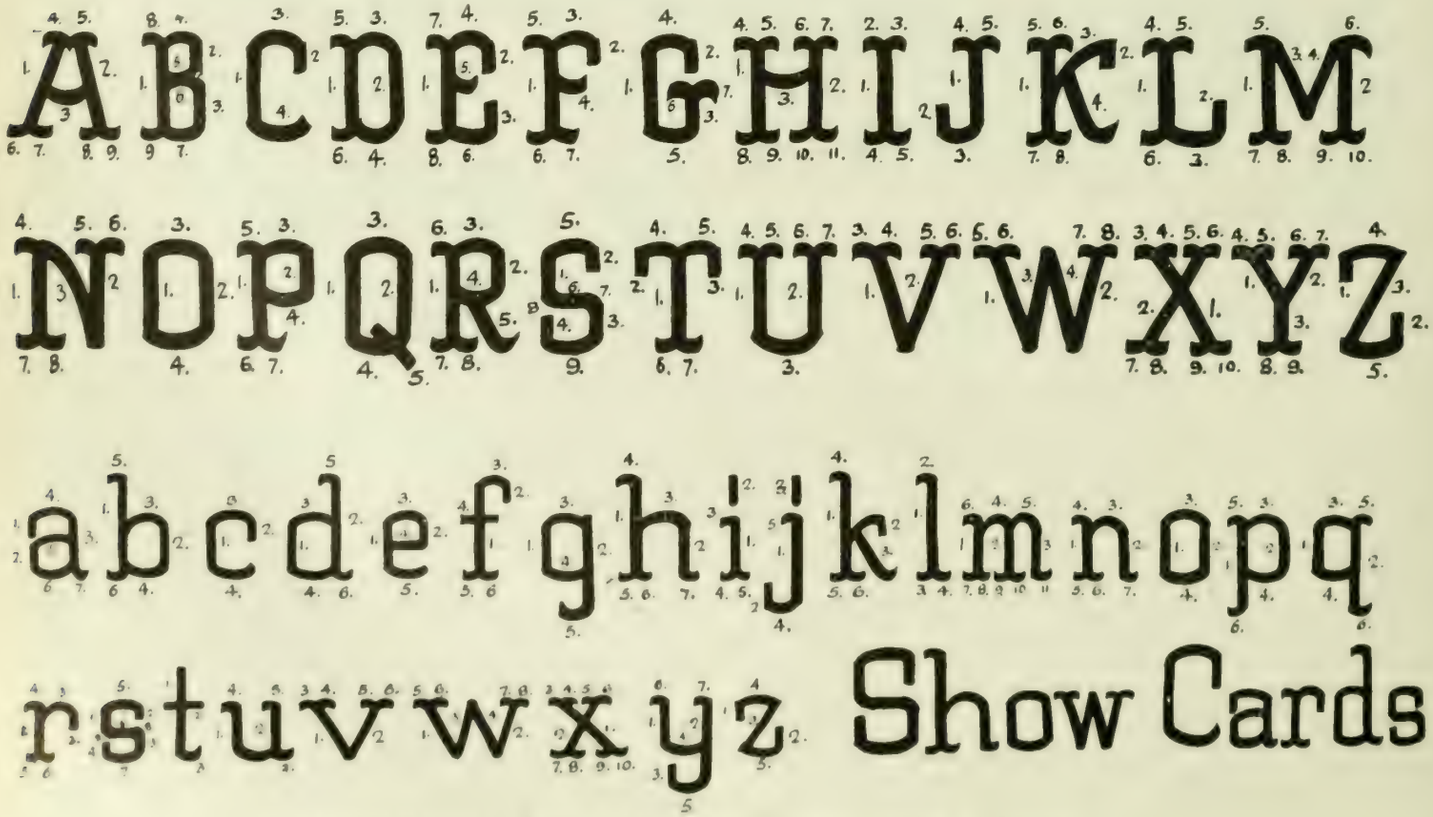
You will notice that every stroke is numbered and all down strokes are the first ones to be made. When you make them first you get the proper width of the letter and all that remains is to fill in with the curved cross strokes and the curved spurs.

The spurs constitute another feature of this alphabet which gives it an individual appearance.

In order to make this letter formation successfully, one of the main things is to see that you have the proper brushes. And when you have them see that they are in the proper shape for doing this style of stroke work. This has been repeated many times, but this only goes to show the importance we attach to it. The brush is of red sable with round nickel-plated or copper ferrule. They are called red sable writers and all the hair in them should be the same length to ensure getting good, clean ends at the beginning and finish of the strokes. You must keep the brushes flat at all times whether in use or not. It is this flat chisel point that gives you the width of the stroke and enables you to make a brush stroke letter instead of an outline one.

Then there is your show card color—another important factor to good show cardwriting. First of all it must be water color, which can be bought at art stores, made by reliable color firms and is very satisfactory, indeed. This is advisable for cardwriters who can get it and who are only using a limited quantity. If you are in a position where this cannot be obtained, a good, dull black show card color can be mixed, using lamp black and water with a small quantity of wood alcohol in it to cut the lumps. Add a small quantity of diluted gum arabic or a good mucilage, just enough to keep it from rubbing off after it is dry on the card.

If you wish other colors these can be obtained from



Charts Show Method of Procedure in Making Various Strokes of Letters

paint dealers by asking for distemper colors in glass jars. These are already ground in water but you will find they need to be thinned down. They also need to be sized with diluted mucilage or gum arabic.

Fig. 1 shows a good method to start practising this alphabet. Pick out various strokes throughout the chart and practise them until each can be made fluently and without reference to the chart.

The lower line shows the first strokes of the letters to make. All down strokes are to be made first. From these you get the width of your letter; then you can add the cross strokes and spurs. None of the ends of these letters, either on the finished cards or on the chart, have been finished with a cross stroke. The square ends of the brush do this work.

In order that the brush keep this flat point, work the color into it on a piece of scrap cardboard. This will give it a chisel point all ready for lettering. After the brushes are washed out thoroughly in clean water draw lightly between the thumb and forefinger. This will keep it in the proper working shape ready for use.

It is not advisable to use any fancy designs or floral decorations with a type like this as it is more or less of a fancy nature in itself and you are liable to overdo it to add anything else of a fancy nature.

This type lends itself beautifully to shading, as these completed cards show. The shadow makes the letters stand out in relief from the background.

A great many color schemes can be worked by using a colored or tinted cardboard. For instance, use a cream card with black letter and a light brown shadow or a cream card, dark brown letters and a light brown shade. Pale blue card, black letters with a medium blue for a shade. Gold makes a nice shade for any of these combinations.

A grey card with a black or dark blue letter shaded with white makes a good card.

Many other light tones of cardboard can be worked up in this manner. If you make the letter black and the shadow the same color as the cardboard, only about two shades darker, you won't go far astray.

CONSERVING MAN POWER—THE QUESTION OF THE DAY

War Has Created A Scarcity of Trained Employees — Situation Can Be Relieved by Elimination of Unnecessary Efforts

FROM the present outlook the greatest need of the retail merchant is store equipment that will enable the store's staff to perform its duties with a minimum amount of effort.

The cancelling of all exemptions means that more and more of the clerks in all retail business will have to don the khaki and the work will have to be taken on by men and women who perhaps are not physically equipped for the average work of a retail salesman.

The complaint has already come from all parts of the country that competent store help is almost impossible to secure. Increases in salary, unusual provisions for the comfort and welfare of the employees and strenuous efforts in other directions have failed to attract competent people into store service.

No improvement can be reasonably expected in the future.

The war will make further inroads on the employees of both sexes now engaged in store service, and yet if the experience of other war making countries and even of Canada can be taken as a precedent the increased business will create a demand for more employees than are now available.

More Selling From Fewer Hands Necessary

The problem confronting the merchant will be to furnish more units of labor than can be found and at the same time to satisfy the demands of the war for men, for to win the war the Allied Armies must have men.

The same problem has confronted other industries.

In agriculture the tractor, the reaper, the binder and the thrasher were devised as a solution.

In construction the steam shovel, the concrete mixer and other inventions were put forth and in all lines of manufacturing this same need has resulted in wonderful results in the way of new labor saving devices.

In retail merchandising a similar solution will be necessary, although the personal element must of necessity enter into each transaction. It is obvious that the efforts of each employee must count for more. In a given space of time more customers must be waited on and more transactions in every branch of service must be completed. This can only be done by the use of equipment which will save the steps of the employees and that will enable more labor to be done without fatigue.

Every piece of equipment to expedite the handling of merchandise should be installed; wasted seconds and minutes must be eliminated. Machinery must take the place to a certain extent of the human worker and when we say machinery we mean not only machinery which is operated by power, such forms of equipment for quick handing of cash, for deliveries, for computing sales etc., but also the forms and styles of shelving, counters and show cases for storing and displaying goods without the aid of human hands and for quickly handing to the customer the goods that are desired.

Latest Equipment Saves Labor

Producers of modern store equipment have been in advance of the needs of the average merchant and have done much to help in this pressing emergency.

The advance in this field has been wonderful and Canadian store fixture makers have been in the van in producing labor saving devices. A bugbear of the clothing trade has been the handling of heavy suits and coats, it being a maxim of that trade that women could not handle such a stock, but the revolving wardrobe has changed the whole aspect of the situation. It places any stock of clothing almost in the customers' hands and saves hours of wasted time.

The unit system of department store fixtures has entirely changed departmental merchandising, as these ingenious units almost automatically sort the stock and place sizes and colors at the finger tips of the customer or inexperienced sales person.

Every branch of retail business can now be equipped with fixtures that reduce waste of time, condense stock and enable larger business to be accomplished with reduced staffs.

The problem of all merchants is practically the same, and wisdom demands that man power be conserved if prosperity is to continue, as only by conserving man power can the war be ended, and without a victorious ending there will be no future Canadian prosperity. If one man can be released for service by installing proper equipment it is the duty of the merchant to release that man.

In other phases of national life some duties have been inadequately met and we are suffering in consequence.

The need for preparedness in equipment is imperative and the prudent and farsighted merchant will recognize the condition and take the necessary measures to aid the country in its hour of need.

WOMEN ON ELEVATORS

There are now fourteen women elevator operators at Lord & Taylor, New York, and, according to an official of the store, women have proved very satisfactory in these positions. It is not the intention to replace all the men operators with women, but it was said at the store that, outside of a few of the best men, the cars would soon be run by women. This change was first made about two months ago, and was entirely an experiment, three women being employed at the start, then this increased to five, and recently the number has grown until now there are fourteen women in gray and white costume on the elevators. Anticipating the effect of the next draft is the direct cause of the store increasing this force of women for elevator service.

INTERESTING ORIGINS OF SOME WELL KNOWN TRADE MARKS

Some Old Trade Marks Considered Very Valuable—One Firm Values Their Trade Marks Above Their Patents—In Some Cases Trade Marks Better Known Than Firm's Name.

THE article appearing in this issue dealing with the value of the trade mark and showing how and where it is sometimes infringed upon by unscrupulous parties led to a consideration of the trade-mark and the reason why certain manufacturers adopted the mark that they have. MEN'S WEAR REVIEW took the trouble to find out from a number of manufacturers of men's wear lines just where these names, insignias, or catch words, originated and the result makes very interesting reading.

COLLEGE BRAND CLOTHES.—This firm when they began business a little over ten years ago adopted as their trade mark a college pennant with the words "College Brand" in red and the words "trade mark registered; clothes for young men and men you know," in black.

CANADIAN CONSOLIDATED RUBBER CO., LTD.—The trade mark of this firm is a well-known one and one that has been largely advertised. The oval with the word "Dominion" across the centre and the Canadian beaver above; the name of the company and associated companies around the outer edge form a neat, and at the same time appropriate design for a firm with such large "made in Canada" interests. It is used on all their best products, including rainproof garments, rubbers, etc.

JOHN W. PECK & CO.—This firm are proprietors of several well known trade marks in connection with the different departments of their business. "Fit-Rite" denotes their high class men's tailored clothes, and the word "Pecks" with the disk behind it, is to be found on all their shirt boxes. The made-to-measure department have another label with the words "Pecks' made-to-measure Tailoring" attached to the pocket. Their caps are marked with a shield and the name "Pecks" across it. The most familiar of their trade marks is probably the black background with the white lettering "Pecks" run across it at an angle of forty-five degrees, which is placed on all their ready-to-wear clothing.

SAMUEL WENER & CO. are proprietors of the well-known "Tru-Fit" brand, the word "Tru-Fit" appearing within an oval. This brand has been registered ever since this firm commenced business about ten years ago.

SEMI READY Co.—This well-known trade mark is represented by a shield showing a coat in the stage of manufacture, and on either side are the British lion and the American eagle.

CAMPBELL MANUFACTURING CO.—The words "Campbell's Clothing" represents the trade mark of this firm. It is sewn on the inside of the pockets of all their best grade clothing.

TOOKE BROS., LIMITED.—This firm is well known by it's trade mark "Tooke's." This is a reproduction of Mr. Tooke's own signature. He adopted this when the firm was established nearly fifty years ago.

THE FREEDMAN CO.—This firm adopted in 1906 when starting in business the trade mark of "New Era Quality Clothing." The method with which this is worked out is shown in the accompanying cut.

M. MARKUS & SONS.—This firm, who styled themselves "The Button and Trimming House of Canada," have a trade mark representing a lion and an eagle, together with the monogram "M. M." This was adopted when the house was established thirty years ago.

WEAR BEST CLOTHING CO.—This firm, which manufactures clothing for young men and boys, have a trade mark with the words "Wear Best" on either side of a shield accompanied by an illustration of a coat.

L. GNAEDINGER, SON & CO.—Some years ago this firm adopted the trade mark of a moose head for their line of well known hats. This is the story. This firm, as is generally known, has for many years been prominent in the fur business, and the sugestion which culminated in the adoption of the "Monarch" brand came through the fur end of their business. One morning a boy walked into their warehouse carrying a moose head which he wished to sell. One of the principals of the business purchased the head and had it mounted. From that time on, as better moose heads were procurable, they were acquired by the house of Gnaedinger until the showroom contained many mounted heads. Then one day, some thirty odd years ago, one of the partners suggested adopting and registering at Ottawa the head of a moose as their trade mark. The head was used alone for some time until it was decided to use the term, "The Monarch" in conjunction with it—the moose being the recognized monarch of the Canadian forest. The idea of also adding the picture of our reigning sovereign in connection with the "Monarch" brand had its inception at the time of the coronation of King Edward VII. The interest and excitement occasioned by this event is still fresh in the memory of most of us. The idea brought out by the use of the picture of the king in connection with the "Monarch" brand is of course that, as the king is monarch of the Empire, so is the moose monarch of the forest.

COOK BROS. & ALLEN.—The trade mark adopted by this firm, that of "'Art Clothes," is one of those designs that did not grow like Topsy, but which was developed to emphasize an idea behind the goods—in this case the idea of artistic designs and thorough workmanship. W. K. Cook conceived the general idea of the trade mark, but had it developed by an artist whose efforts were rejected time and time again, until finally the design, which since has become so well known, was adopted.

FASHION CRAFT.—Of this well known trade mark the company writes. "In 1905 we offered a prize for the most suitable clothing trade mark offered, and we had many suggestions, but few were appropriate. Out of the few, 'Fashion-Craft' was submitted by Max Beauvais, of Max Beauvais, Limited, and we need not say that he received the prize."

SOCIETY BRAND CLOTHES.—By way of explanation as to how "Society Brand" clothes' trade mark had its inception, the advertising manager writes: "The style of these clothes is generally recognized as the standard fashion for men of social rank and position, hence the name Society Brand. In most of our advertising we dwell upon the style of our merchandise as a particularly strong characteristic of them."

WALTER BLUE & CO.—The trade mark, "Art-Kraft Clothes for Men" was adopted by this firm about twelve years ago, and the line of clothing was put on the market under this brand with the idea of giving the merchants to whom the line was being confined a branded line of clothing to advertise.

W. E. SANFORD MFG. CO.—This firm decided on its registered brand, "Sovereign Brand," only after considerable discussion. It was thought to contain all the ideas of leadership and quality which it was desired to express.

E. G. HACHBORN & CO.—This firm adopted their trade mark of "Style-Craft" in order that it might designate the two features so requisite in high-grade clothing, namely, fine design and honest, skilful workmanship.

RANDALL & JOHNSTON.—The well-known trade mark, "Broadway Clothes" used by this firm was bought by them some years ago from their predecessors in the business along with all the other assets.

THE JACKSON MFG. CO.—Writing of their well-known brand, "Lion Brand Clothing," Mr. Jackson recently said: "When we commenced business some years ago we were firmly impressed with the idea that a trade mark was one of the essential things to start out on, and

during this length of time we have advertised our "Lion Brand" clothing from coast to coast. The lion stands for strength, which is necessary in boys' clothing, and we find this trade mark to be one of our best assets."

THE C. TURNBULL CO.—Much curiosity has been expressed over the origin of the "Ceetee" brand adopted by this firm in connection with their high grade underwear. This, as explained to MEN'S WEAR REVIEW by Charles Turnbull grew out of his initials, "C. T." It was impossible to protect a simple name like Turnbull as any other party of that name would have the right to manufacture under it.

AVON HOSIERY, LIMITED.—For a firm located at Stratford the brand name "Avon" is eminently fitting. At once it recalls the "Bard of Avon," and Stratford-on-Avon, the latter of which the firm states suggested the name.

THE WILLIAMS-TROW COMPANY.—This firm writes MEN'S WEAR REVIEW as follows, explaining their well known trade mark of "Bentro." "Our trade mark 'Bentro' is derived from the first and the last names of the principals in our business. Mr. Williams' first name is Ben and he is always so known. We find that the trade mark is taking very well, the company being more usually known as the "Bentro-Knit" than by the longer title of the Williams-Trow Company."

WILLIAMS, GREENE & ROME CO.—The initials in red, "W. G. & R." are known from coast to coast as the trade mark of this firm. In fact they are usually called the W. G. & R. people instead of by their whole name.

PARSON & PARSONS CANADIAN COMPANY.—Telling how they came to adopt their trade-marked name, "KANT-KRACK" for their collars this firm tells an interesting story: "One day a laborer in the employ of the company came to Mr. Baldwin, now in charge of the Canadian end of the business and asked him if he could not mend his coated fabric waterproof collar—it having cracked on one edge. Mr. Baldwin looked the collar over and put on a reinforcement which had the desired result. Soon it was seen that the mend was well-nigh perfect, and talking the matter over, the three Parsons and Mr. Baldwin discussed the good points of the idea. 'Why, it can't crack,' said one of them, and the name "KANT-KRACK" was then and there adopted to designate in part the good features of this collar."

THE MONARCH KNITTING CO.—Writing about their trade mark "Monarch-Knit," this firm has the following to say: "While we started in a very humble way, our ambition was to make our line a leader in its class. We do not think that a more suitable name could have been chosen. We had at that time to face very heavy German competition, and in spite of this it is needless to reiterate the position that "Monarch Brand" knitted goods hold to-day.

MERCURY MILLS, LIMITED.—The firm founded their trade mark "Mercury" from Roman mythology. Mercury (Mercurius) was the god of merchandise and merchants, later identified with the Greek god, "Hermes." Thus Mercury became the god of buying and selling in general. "We were influenced in adopting this trade mark as it seemed to us that it would be a very easy one for the public to grasp and remember," says one of the members of this firm.

THE ZIMMERMAN MANUFACTURING COMPANY.—The word "Zimmerknit" was adopted by this firm because it combined the words Zimmerman and knitting in a very readable manner. It was copyrighted in 1907 and the firm has tried to only use it on merchandise of the highest grades.

DOMINION SUSPENDER COMPANY.—The word "President" adopted by this firm as the trade mark for one of their lines of suspenders is considered one of the most valuable trade marks in the business. It is registered both in Canada and the United States. It was first taken out by H. G. Macwilliam and sold to the Niagara Falls Co. many years ago. This firm also controls the trade mark "Paris" as applied to garters, and this also is one that is used in both countries, and the advertising in both countries help the sales in either. The company writes MEN'S WEAR REVIEW the following interesting matter: "It might be interesting to you to know that we value trade marks higher than we do patents. Any manufacturer who can manufacture a good line of goods, and coin or make a good trade mark, advertising it well, can make same very successful.

HARRY A. WOLFE CO.—Of its trade mark this company writes as follows: "The wolf at the top of the trade mark represents the name of the president of our company. It's firm appearance is indicative of the character of challenging competition carried on by this firm. The 'M. I. C.' are initials of the popular slogan, 'Made in Canada,' and the words 'none better' are in themselves explanatory."

CLUETT PEABODY COMPANY.—This firm has several well known trade marks of which the word "Arrow" as applied to their collars is probably the best known. It is also used in connection with many of their lines of shirts. The word "Cluett" is also used on some of the shirts. These trade marks are nearly forty years old and are considered very valuable assets by the company.

PERRIN FRERES & CIE.—This firm has a well-known trade mark in the figure of a goat on the dome of the glove. Other lines are branded with the name Perrin across the dome and different grades of their gloves are indicated in this manner.

THE MILLER MANUFACTURING CO.—This firm, which specializes on men's cotton clothing and similar lines, has a trade mark consisting of a small square with the name Miller prominently written across it and the words "Ahead of All" across the top. In speaking of this trade-mark the firm say that "This trade-mark tells you it is a Miller and therefore a winner."

KITCHEN OVERALL AND SHIRT CO.—The trade-mark of this firm is well known, appearing on all their overalls and shirts. It consists of a double circle with the words "Railroad Signal" worked around it. Inside the inner circle a small cut of a railroad semaphore appears.

HAMILTON CARHARTT COTTON MILLS LIMITED.—The trade-mark which appears upon this firm's products is also well known, being the representation of a railroad car across a heart. The name of Mr. Carhartt, the founder of the firm, naturally suggested the idea and it was the more particularly appropriate as the line of goods that this firm specializes upon are particularly for railroad men.

THE HOUSE OF HOBBERLIN LIMITED.—At the present time this tailoring firm has two trade-marks in use. The older one was always printed in three colors and depicted a manikin dressed in the style of a couple of hundred years ago. Lately, however, this firm has felt that this was hardly the trade-mark most appropriate to their business and a new one is being introduced showing an old style tailor at the cutting board. This will be printed in green and black. Gradually it is intended to replace the other older trade-mark with this new one.

COPPLEY, NOYES & RANDALL.—The trade-mark adopted by this firm on their high-grade clothing needs but little comment as the words speak for themselves. Starting out with the intention of making clothing that was proper in every way, the words "Proper Clothing" seemed to the members of this firm particularly appropriate.

ALPHONSE RACINE, LIMITED.—Several outstanding, distinctive trademarks and registered brand names are used by Alphonse Racine, Limited, Montreal, to identify goods manufactured by them. Among the registered trade names are included "Racine," "Hero," and "Strand," all applying to shirts made by this firm.

"Racine."—This is the brand name adopted to identify the working shirts, and it was chosen because it was felt by the house of Racine that as working men's wearables are a very important factor in the men's trade, and an immense business was being done in Racines "Lifesaver" Overalls at the time the working shirts were first being shown to the trade, that the name of the working shirt should be such that it would be associated with the popular overalls, and thus prove a splendid introduction. And further, as it was felt certain by the company that an enormous business would be done in these working shirts, because of the value that was being put into them, it was thought consistent to use the name of the house on a line which gave promise, even at that time, of growing to its present importance.

"Hero."—This brand name was decided upon for the fine shirts of Racine manufacture in a rather interesting way. Mr. D. R. Campbell, the advertising manager, was attracted, while in Louisville, Ky., by a sign reading "Hero Shoes," and upon investigation found that the proprietor of the store was a Mr. Hero, and that he carried a range of high-grade shoes. Mr. Campbell decided that "Hero" was a good name for a good shirt, and further remarked, when interviewed on the subject by MEN'S WEAR REVIEW, that "A man feels like a hero, when he puts on a new 'Hero' shirt and expands his chest to its full capacity."

"Strand."—The brand name adopted for "Chemises de luxe," the shirts which this firm turns out for the very high-class trade, was suggested because of the Strand in London, this street being the location of the smartest and highest class men's wear stores in the world.

DENT, ALLCROFT CO., MONTREAL, are well known by their trade mark, the letter "D" in the eclipse on the dome of their gloves. This trade mark has been in existence for over two hundred years in connection with their house in Great Britain, etc.

GILLETTE SAFETY RAZOR CO. OF CANADA, LTD.—Perhaps no trade mark is so well known or so well advertised as that of the Gillette Safety Razor Co. Their Diamond trade mark with the word Gillette with an arrow through it has appeared on all the advertising of this enterprising firm for many years.

A. E. SMALL & CO.—These people were the pioneers in Canada to introduce the registered trade-mark attached to the pocket of clothing, which has since become so popular. Their brand, the word "Fit-Reform," with wreath of maple leaf so familiar to the trade, has been in existence in the neighborhood of a quarter of a century.

ACME GLOVE WORKS, LTD.—A familiar trade mark to the men's wear trade in all parts of Canada and Newfoundland is the word "Acme" with the arrow running through it. This trade mark came into being about twelve years ago, before the Acme Glove Works, Ltd., of Montreal, was incorporated into a oijnt-stock company and while the business was conducted as a partnership. The trade mark was decided upon because of its attractiveness and utility, and because the word "Acme" was expressive of the quality and workmanship which the partners were determined to put into their goods. Upon the firm being incorporated into a joint-stock company in 1913 the trade mark was registered at Ottawa. The registration covering its use on gloves, mitts, moccasins, sheep boots, sheep-lined coats, Larrigans, sweaters, lumbermen's socks, shirts, overalls, etc., all of these lines being manufactured by the company.

HUDSON'S BAY KUITTING CO.—A red diamond bearing on its face in white letters the initials "H. B. K." forms the trade mark of the Hudson Bay Knitting Co., Ltd., of Montreal. The initials are, of course, simply those of the company. This trade mark is a familiar one to the trade, having been used since the founding of the company some thirty years ago. It is found on all the varieties of gloves made by the company, also upon their boxes, etc.

VINEBERG PANTS CO.—The origin of the trade mark and slogan of the Vineberg Pants Co., of Montreal, the trade mark being a man's legs, wearing a pair of trousers, one leg elevated in the air, and the slogan, "The popular brand trousers, made to fit, and fit to wear," was quite interesting. Mr. Vineberg, the proprietor of the company, spent several weeks endeavoring to plan a distinctive trade mark and slogan, but finding himself unable to reach a solution of his problem he enlisted the services of his son, at that time a school boy of but twelve years of age. Mr. Vineberg of course promised his boy a much-desired reward should he succeed in planning out a suitable trade mark and slogan. Within a few days the boy was successful and submitted the present trade mark and slogan for the approval of his father. These were immediately adopted and later on registered at Ottawa.

CARE OF SILK SHIRTS

Some Pointers That Retailers Could Profitably Pass on to Their Customers—Pure Silk Materials Should Not Shrink—How to Keep Colors From Fading.

SHIRT manufacturers claim that but few retailers take the trouble to explain to their customers the best methods for washing silk shirts in order that the colors and general life of the shirt may be retained as long as possible. In these days, when it is estimated that about 90 per cent. of the shirts that are being sold have soft cuffs, a large number of same are being laundered in the homes of the wearers. The men's wear dealers who can pass along a few points on the method of doing this most satisfactorily will make many a friend.

Pure Silk Unshrinkable

One of the first things that should be understood is that pure silk shirts will not shrink. In consequence these are usually made a little smaller in the body than the same sizes in percales. On the other hand fibre silk will shrink as much as 2½ inches in a width of 32 inches. As a result the shirt maker that knows his business will allow for this and put that much extra size into the shirt.

Great trouble, makers state, sometimes arise when unions are used as it is very hard, impossible in fact, to tell whether these are going to shrink or not unless a sample is actually tried out. The method usually adopted is to test such a sample carefully and after it has been clearly proven what this particular cloth will do it is comparatively easy to cut accordingly.

Another trouble that the retailer often has to face is a complaint about a high-priced silk shirt fading in the wash. Here again, very often, the trouble lies with the party doing the laundry. One-half of the life of silk colors is in the washing. One manufacturer expresses himself thus.

"To wash a silk shirt, successfully, follow the following instructions: The first time colors are laundered they should be put in cool water and washed with a lather of Ivory or similar soap. No soap should be rubbed on the garment and at no time should even warm water be used. A handful of salt or a good dash of vinegar in the water may keep the high colored dyes from running. Silk should be allowed to get thoroughly dry before ironing. Then it may be dampened again and ironed immediately with a moderately hot iron."

Another feature well worth noting is the necessity of washing all starch out of a garment if it is to be stored for any length of time as the starch will eventually rot the fabric to a greater or lesser extent.

CLASSIFIED ADVERTISING

FOR SALE.

HAT AND CAP BUSINESS, PROMINENT thoroughfare, Toronto; new stock and fixtures, also attractive stand. This is an excellent opening for progressive young man with from two to three thousand cash or smaller amount if arrangements are satisfactory. Box 165, Men's Wear Review.

FOR RENT

SPACIOUS STORE VACANT RIGHT ON Market, Hamilton, one block west James, half block north King. Established stand for men's wear business. Former tenants did successful clothing business. Right location for farmers, working and middle class trade. Thos. Ramsay, 15 Market Square, Hamilton.

WANTED

WANTED EXPERIENCED SALESMAN AND window dresser; men's furnishings. Wreyford & Co., 85 King Street West, Toronto, Ont.

WANTED CLOTHING AND FURNISHINGS salesman; must be thoroughly acquainted with every detail of the business. Apply in writing, stating age, experience and full particulars, to Farquhar & Johnston, Sault Ste. Marie, Ont.

WANTED FOR THE MEN'S FURNISHING and Shoe Department of the Trochu Valley Department Store thoroughly experienced buyer and salesman, one who has a good knowledge also of Dry Goods preferred. Must be exempt from military service. Apply Trochu Valley Department Store, Trochu, Alta.

NECKWEAR

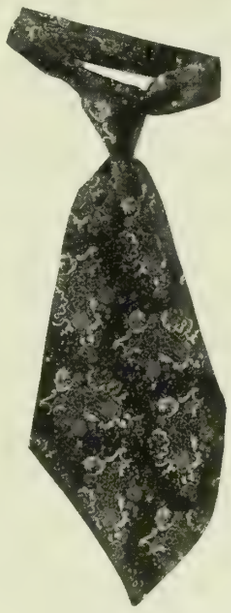
ALL NECKWEAR SILKS ADVANCING

Lining Scarcity Still Causing Some Worry — New York Reports Tendency for Quieter Patterns—Some High Grade European Lines Still Coming Through—Will Smaller Shapes Soon Materialize?

NECKWEAR manufacturers are interested in the higher prices that have become effective during the month on all Japanese silks, the advance in the raw market has been nearly 20 per cent. and the feeling is still towards higher prices. This is bound in time to have its effect upon the finished silks. In addition it is reported that silk dyers in the United States are demanding an increase of about 20 per cent. in wages.

Lining Scarcity Serious

Other conditions are bound to add to the prices that will be asked in the near future and most of them have been touched upon in these columns in recent issues. The lining situation is one of the most noteworthy. Linings have gone up in price to such an extent that some manufacturers will state that they are having a bigger effect upon neckwear prices than the silk itself. Others again are reporting great difficulty in getting linings at any price. One Toronto manufacturer told MEN'S WEAR REVIEW that he was lucky in securing a rather large lot and only a few days after the order was accepted he had a chance to turn it over some months before he had even seen the goods, at a clear profit of $4,000. It is needless to say, with the situation as it is, he did not accept.



One from a range of hand woven pure silk grenadines shown by Wm. Milne.

Quieter Patterns Coming

Style tendencies remain pretty much unchanged. Bright patterns seem to still have the field, but there is a feeling abroad that the public are getting a little bit "fed up" on them and that there will be a tendency to return to more conservative designs in the very near future. In this connection it is interesting to note that New York reports a demand for plain colors. Some authorities will go so far as to state that plain colors are almost bound to come sooner or later if the war continues. Some of the reasons advanced are at any rate worthy of consideration. The prevailing popularity of fancy silk shirts with which the quieter, plainer shades of neckwear are considered more desirable; the scarcity of labor and the fact that it is easier to make the plain colors; the use of several silk mills for Government purposes; economy in dying and the elimination of designing; and the gradually increasing preference on the part of the public for the plainer, slightly more subdued colors brought about by the general influence of the war.

Whether the reasoning of this authority will prove to have been correct or not at present the Canadian trade has noticed but little demand for plain colors, and although this country has been in the war for nearly four years there does not seem to be any great desire to adopt the quiet colors on that account.

There are still some Italian silks coming through in the higher grades. Some very handsome lines of these in genuine hand-woven grenadines were seen in one manufacturer's lines. These comprise goods that in the larger shapes must retail for $3 and $3.50. Other imported lines that are noted in limited quantities include English Mogadores

Large Jacquard Pattern from Tooke Bros.

Mogadore Stripe on bias shown by Tooke Bros.

and Rumchundas, Swiss failles and Irish poplins. By far the greatest part of the silks are, however, coming from the United States, what European silks that do find their way through being only of the more expensive varieties.

There is also a report from New York that slightly smaller shapes are being asked for, and here the Canadian manufacturers believe the local trade will fall in line particularly if prices on silks continue to soar. The new ties are made in a narrow French folded four-in-hand and are eminently suited for the close-fitting collars.

The season for bow ties is at hand and manufacturers anticipate a large demand for these this year, larger than the usual Summer requirements, as a nice batwing bow can be bought that can be retailed for 50c and the half-dollar four-in-hand is practically off the market.

In the city windows there has not been quite so much attention paid to Japanese designs for the last few weeks although some houses are still showing them. Lots of loud patterns, however, are everywhere to be seen.

Last month there was reported to be a little lull in the neckwear business. This has been dispelled to a very large extent by the arrival of warmer weather and the approach of another holiday period. All manufacturers report better demand at the present time, with a lot of good numbers selling well.

LOWER COTTON PRICES WILL NOT AFFECT SHIRTS

Manufacturers See No Prospects of Reduction in Shirtings—Yarns Contracted for Months Ahead—All Other Manufacturing Costs Still Advancing—Collars up in United States.

WHAT about shirt prices for Spring, 1919? That is a long way ahead and there may be a lot of things happen in the interval. Shirt houses are, however, unanimous in expressing a belief that still higher prices will prevail and that, in addition, there will be a great shortage of cloths in the medium grades.

It is true there has been quite a break in the price of raw cotton, but that has had no effect on the price of any cotton manufactured articles from the yarns to the finished products. Shirtings in particular remain very firm with advances registered on some lines and but little of any kind to be picked up even at these prices.

Controlled by Converters

It is stated that this is largely due to the fact that the shirting business in New York, from whence nearly all supplies are coming at present, is largely in the hands of the converters. The activities of these in turn are controlled by the banks. Last September and November, when the converter companies were preparing to supply the needs of the shirt manufacturers in shirtings for Fall, they found that their capital requirements were only capable of handling about 60 per cent. of the yardage that the same amount looked after a year ago. The banks adopted a cautious attitude and therefore the production of shirtings in the United States was reduced about 40 per cent. for the season. There is in consequence a great shortage and while this condition exists there is little reason to expect that prices will come down.

Many Lines Withdrawn

As an instance of how acute this shortage really is, a prominent Canadian manufacturer told MEN'S WEAR REVIEW that he knew many of the converters' lines, when recently opened for the Fall business, were sold up inside of two or three days and were then withdrawn.

This being the case there would seem to be but little to expect in sorting goods for Fall business. In fact there is a tendency abroad, already referred to in MEN'S WEAR REVIEW, to break away from the season basis in selling and sell from whatever stocks there may be on hand whenever these arrive. This particularly refers to some British lines that come dribbling through in irregular lots at irregular and unexpected times sometimes a year or more after the order has been placed.

Some Quieter Patterns

Shirt patterns show a tendency to be along slightly quieter lines for Fall. Many of the effects secured are extremely neat. The quieter tone is of course not general, many of the United States manufacturers still showing some very bright patterns in their range for Fall. This applies more particularly to the higher priced lines of Madras and silks.

There have been advances in all silk lines inside the last week, the Japanese market having advanced about 20 per cent. In addition the silk dyers in the United States are asking for a 20 per cent. increase in wages. The silk market is therefore very unsettled and contracts which have been taken by United States manufacturers of these lines are being held up for the present time.

Among the new cloths that are being shown is noticed a cotton taffeta flannel which has the appearance and effect of wool, and it is claimed that it will wear as well. Quite a range of these are shown by some houses and the patterns are very smart. Most of the lines made from these goods will cost about $18 per dozen.

Collars Up in U. S.

The United States manufacturers recently advanced the price of laundered collars, putting them on a par with prices prevailing in Canada. It is noticeable in this instance that no retail price has been suggested to the retailer largely, it is believed, owing to the recent finding of the Washington commission on the fixing of resale prices, but there is no doubt that the prices established in Canada, namely 20c straight, will prevail as at $1.60 per dozen there is no profit in selling them for less.

HOLT RENFREW PRESENT BEAR

THE big polar bear which for a year past has been the supreme attraction at Montmorency Park, Quebec City, has been presented to Toronto through Messrs. Holt, Renfrew & Co., Mr. Lindsay of that firm being chairman of the Quebec Parks Commission. The bear is said to be one of the finest specimens of its species in captivity.

CATALOGUES

DELFOSSE & CO., manufacturers of store fixtures, 247 Craig St. W., Montreal, have just issued a handsome new illustrated catalogue describing the latest in wax fixtures, new bust forms, ladies, men, boys and girls, new skirt stands, etc.

—hot days ahead!

"Old Sol" will be working overtime before you know it.

Off come coats and vests—and particular men will insist on having the *nationally advertised*

King SUMMER SUSPENDER

Out of Sight — Under the Shirt

Made with solid brass, rustproof metals.

Superior sweat-proof web.

Goose-neck button-loops.

Each pair in dust-proof envelope with instructions.

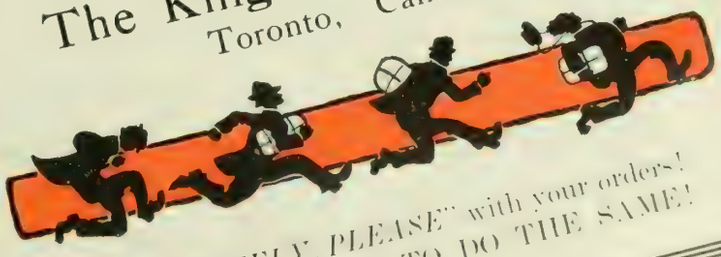
Packed 1 dozen in handsome display box.

2-point or 4-point
50c. retail.

Wire, 'Phone or Mail Orders!

The King Suspender Co.

Toronto, Canada



"STEP LIVELY, PLEASE" with your orders!
WE'RE PREPARED TO DO THE SAME!

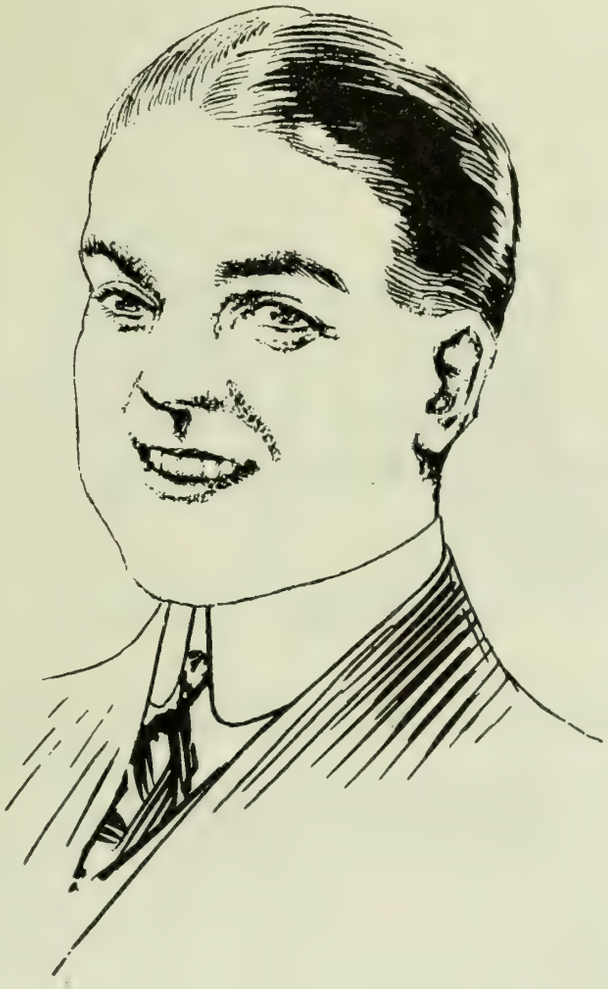
"FIRST IN THE FIELD
STILL THE BEST"

Some One Always Wants Clothing

To a certain extent even the "dog days" quietness is a matter of our thinking things will be slow. Certainly there is no need for clothing sales to cease in June—especially with the splendid lines of Summer clothing now being made.

Trims like the above—with the necessary adjustments to suit the weather of the moment—will almost certainly pull into the store that man and that boy who need suits of clothes now. The use of light backgrounds is worth noting by Ontario designers who face the need of making their trim stand out without artificial light.

DU PONT



The good looks of a real linen collar without the laundry bills

Arlington Collars, with their real linen-like appearance, their excellent shapes and their instant cleanable features, afford your customers a practical means of economizing on heavy laundry bills that is certain to win their custom and their good will.

Arlington excellence gives the waterproof collar a stronger appeal not only to the working man, but to the best dressed men in town. Shapes and sizes to meet every man's requirement.

The Arlington Company of Canada

Limited

76 BAY STREET, TORONTO

Read Bldg , Montreal; and Travellers Bldg., Bannatyne Street, Winnipeg

If interested, tear out this page and keep with letters to be answered.

Fearless and Entertaining

This is the most momentous time in history, and you want your reading to keep you abreast of what is happening in the world. You want articles that are timely, vital, fearless. Here's what is offered in June MACLEAN'S:

Must the British Empire Cease to Exist? Must all nations, as separate nations, cease to exist? Read what is said on this subject by - - - - - - - - - - **H. G. Wells**

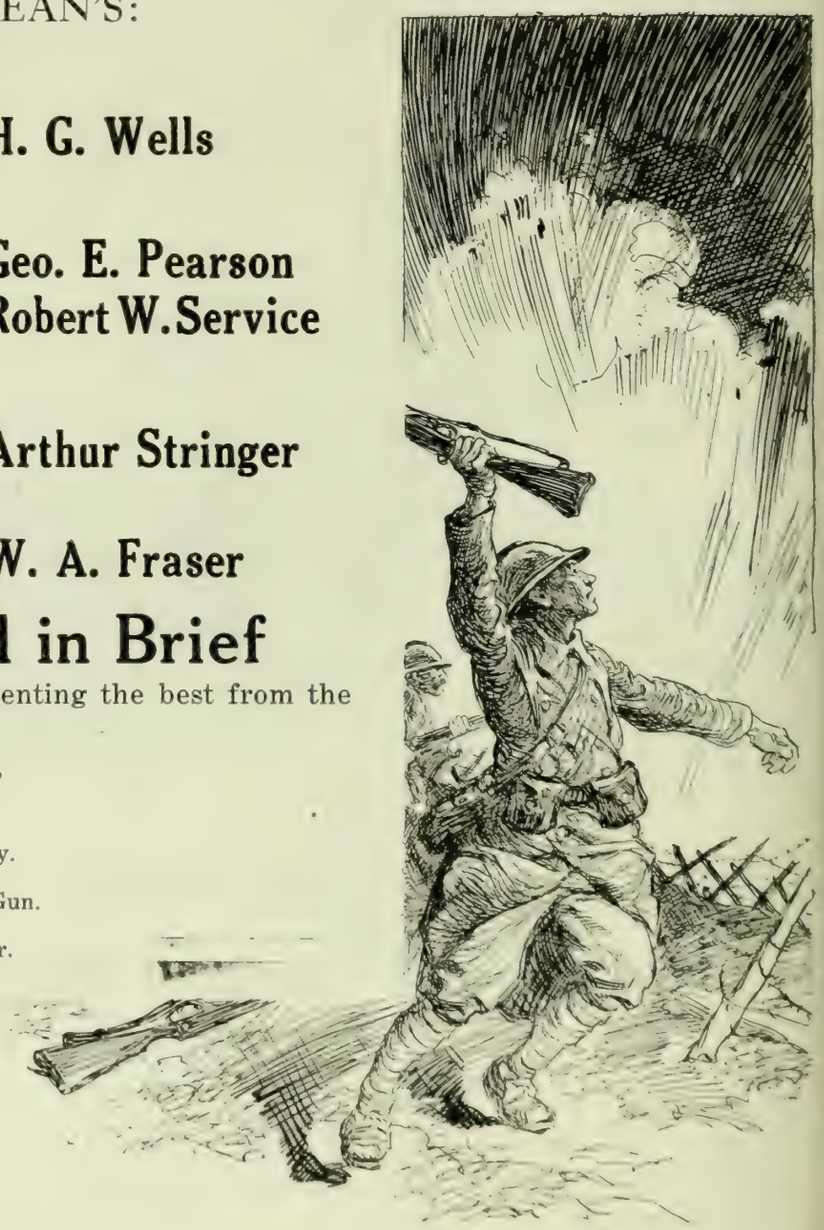
When a thousand guns play on a single trench, what happens in that trench? A powerful description by one who lived through it by - - - - - - - - - **Geo. E. Pearson**

A soul-stirring ballad of the trenches by **Robert W. Service**

Galvanizing the Government at Ottawa. An article on the work of the Ginger Group.

A gripping mystery story by - - - **Arthur Stringer**

The Three Sapphires—A new serial story combining Hindu mystery and war intrigue by a great Canadian novelist. **W. A. Fraser**



News of the World in Brief

The following articles are reprinted as representing the best from the best magazines the world over:

Is This Germany's Plan?
Is Japan Seeking a New Ally?
How Allied Victory Was Lost.
Is Foch Another Napoleon?
How Germany Annexed Turkey.
The Death of General Maude.
That Mysterious Long Range Gun.
How Bolo Pasha Was Caught.
The World is Growing Warmer.
Super-Kaiser or Little Willie?

JUNE
MACLEAN'S

"Canada's National Magazine"

At All News Stands - 20c.

He likes them, of course!

LION BRAND BLOOMERS

He likes their snappy lines and their thorough up-to-dateness.

And the parents, too, are never disappointed in the wearing qualities of Lion Brand Bloomers.

So that you can stock this line confident in the unstinted satisfaction it always gives to the Boy and the Boy's Parents.

Order now from our very complete assortment.

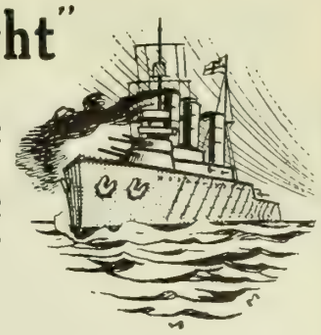
The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

"Dreadnought"

The Glove Invincible



Strong and Durable. Note special thumb and finger protectors. All seams reinforced. Made in Horse-Hide and Buckskin.

The very thing for Railway Men, Iron Workers, Etc.

Other cheaper grades. All wonderful values.

LINED MITTENS — Stock always on hand—$4.50 up.

Write for Samples and Prices

Montreal Glove & Mitten Works

12 Bernard Street - - Montreal

Taylor-Made

Garment Hangers

No. 74B

$12.50 per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.
Hamilton Ontario

FOR THE MILLIONAIRE

Made in Canada

"Everyman's" TRADE MFD BY DAVIS BROS MARK

For Canadians

FOR THE MILLION

Look these trouser values over

There's a huge variety of excellent fabrics in the new assortment of better trousers we now offer you from the well known Everyman's line.

The Range is complete—Fancy Striped Worsteds, Serges, Tweeds, Corduroys, etc., every fabric and every style.

Don't buy your new stock until you've seen the samples and prices of

EVERYMAN'S

—the trousers for the millionaire and the million

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

Lowering the Cost of Getting Orders

THEY were talking about the high cost of getting orders—were Brown and Jones. They were agreed on some things: train service was interfering with ability of salesmen to call on as many as formerly; hotel bills were adding heavily to the weekly expenses of salesmen; congested freight and express service was interfering with quick deliveries; salaries of men were going up; labor of all sorts, as well as materials, was becoming higher-priced.

Then Brown said: "I am giving a good deal of thought to the training of my salesmen. I am endeavoring to make them produce more business—to sell more goods, and to reduce the number of futile calls. I notice that they are giving much attention to this subject in the United States, and that in Canada some firms are paying serious attention to this matter of better salesmanship."

"What are you doing?" said Jones.

"Well, I haven't done a great deal so far, for I am in the initial stages of my studies. But one thing I have learned: it is that my men haven't been analyzing the causes of their failures to make sales. I can't blame them, for I myself haven't troubled myself to dig into this phase of the selling game. Now I am asking myself and my men—Why the failure to get the order?

"I have discovered a good deal. One thing is that my men haven't known enough about the goods they took out to demonstrate them convincingly. This is largely our fault. So we are using time and printed matter to make our men know exactly what they have to offer.

"Another thing we have had impressed on us is that our men haven't been approaching their prospects always in the best way. They have been too keen to sell rather than to serve.

"I saw a thing the other day that is good—by a man named Casson. He said the average salesman's method was 'Talk—Argue—Compel.' As against this, he recommended: Listen—Agree—Oblige.

"What he means is that the salesman must get on the side of the buyer if he is to have best results. And so I am doing something to get my men trained to acquire the point of view of the man they canvass—this first. When a salesman postpones his sales talk until he has won the interest and attention of the prospect, he is in a much more favorable position to put across his proposal.

"I read recently an advertisement of the FINANCIAL POST in which it told of Frank Mutton, President of the International Business Machines Company, in which he said that he has subscribed to THE POST for each of his salesmen in order that they may be well informed about business conditions and affairs in Canada—this as an aid in making sales. The idea, I infer, is to make his men quick to get the point of view of the men they are to canvass—to become possessed of a kind and amount of information which will enable them to make themselves interesting to prospective buyers of time-recording machines.

"Now, I have known Mutton for many years—known him to be a super-salesman. In subscribing to THE POST for his salesmen, I saw one of his methods—secrets, if you like. So I got THE POST myself to see how my men could make use of it for the same objects.

"I have subscribed to THE POST for 4 months at the cost of a dollar per salesman, and I have been having my men report to me in writing just how they are finding THE POST useful to them. They read THE POST with one question uppermost: What item or article in this issue can be used by me to help me make sales?

"I want to tell you, Jones, that I am delighted with the experiment. The minds of my men have been stimulated. They are 'cashing in' on what they read. They relate certain items or articles to certain prospects, and they are approaching their customers with greater confidence, greater art, and with more persistency, born of a surer knowledge of how our product is worth the other man's consideration and purchase.

"My men are bringing in more business, and this offsets the increasing costs of going after business."

* * * *

A VERY suggestive conversation, is it not? The point of its reproduction here: If you think the idea put into operation by Brown (and Mutton who is paying for 50 subscriptions for men in his employ) is worth your consideration, then investigate THE POST for yourself. Instruct us to send THE POST to you that you may investigate it from the angle —What is there in this paper that my men can use to help them "get next" their prospects with a view to making more sales and in quicker time?

So we suggest to you that you sign the coupon below.

Just what does THE FINANCIAL POST aim to do? The answer is: It gives business men information about every important happening in every part of Canada as this happening relates to Business. It follows the various listed and unlisted securities, and gives each week clear and accurate and up-to-the-minute information about them. It tells about the movements and influences affecting such groups of investment interests as Iron and Steel, Textiles, Milling, Pulp and Paper, Transportation, and so on. It has numerous contributed articles of first-class interest and importance. It contains much personal matter—notes and sketches about men of influence or position in the public eye whose doings or sayings have relation to Business. Withal, THE POST is extremely readable. It is edited and prepared by trained journalists—the highest-priced staff of men on any publication in Canada. All this makes THE POST a "different" paper, and a good one. The subscription price is $3.00 (52 issues — Saturdays); or 4 months for one dollar.

The MacLean Publishing Company, Ltd.,
Dept. F.M. 143-153 University Avenue, Toronto.

Send me THE FINANCIAL POST (weekly, every Saturday). Subscription price of $3 will be remitted on receipt of invoice in the usual way. Have it addressed to

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Canadian Panama Hat Company, Ltd.

IMPORTERS, MANUFACTURERS and EXPORTERS
TO THE WHOLESALE TRADE ONLY

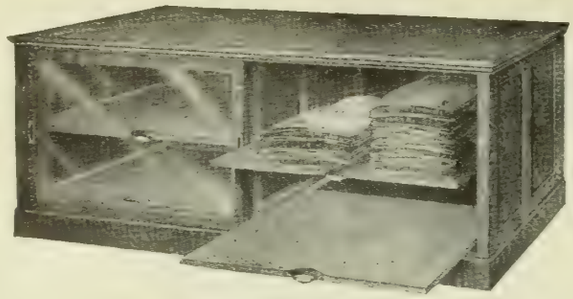
A Word to the Retail Hatters

Panama Season is Here

A few sizzling days may deplete your stock. We suggest your guarding against any loss of business by sorting up at once.

Your jobber can fill your requirements if your order is placed early.

Canadian Panama Hat Company, Ltd.
345-349 Adelaide Street West, Toronto.



One of our service givers.

Counter for carrying pants, shirts, underwear—everything in its place, and that place right to hand.

Quick Service With New Help

Of course it is possible. Some of your experienced clerks have gone, we know. You can make the new ones efficient by having your stock to hand, and well displayed.

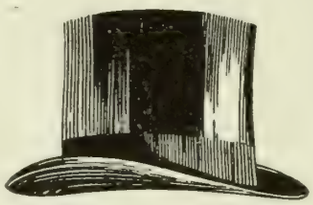
Walker Store Fixtures Meet Your Needs.

THE WALKER BIN & STORE FIXTURE CO. LIMITED

KITCHENER, ONTARIO

Your next order of

SILK HATS



can be promptly and satisfactorily filled by us. Ours is the largest and best equipped silk hat factory in Canada and our models are the standard of style and quality.

Ask to see these "style setters" before you close your order.

We are specialists in Ladies Silk French Plush Hats.

GEO. PROVENCHER

166B ELIZABETH ST. - MONTREAL

Established 1894

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

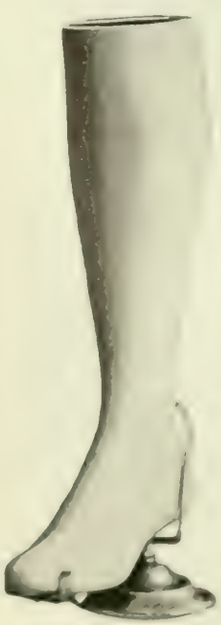
ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00 Keep the book ten days and if it isn't worth the price return it and get your money back.

272 Pages Bound in Cloth

Technical Book Dept., MacLean Publishing Co. TORONTO

Trade Winning Displays



The new Dale hosiery form, illustrated herewith, will enable your displaying Silk stockings in a way which will attract big business from men and women.

Cash in on the popularity of Silk hose. Many men's wear merchants are selling these largely to women, and to men who want a present for wife, sister or sweetheart.

Displaying this line adds another business-bringing magnet to your store and speeds up the cash register.

DALE WAX FIGURE CO., Limited

109 King Street East, Toronto

MONTREAL OFFICE

J. Bogat, 142 Bleury Street

Everything for the better display of merchandise

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DOMINION RAYNSTERS

When choosing a Raincoat for your trade, isn't it worth while to realize that your choice is a strictly high-grade garment of assured quality and value?

That's why you can safely choose your Raincoat stock from the "Dominion Raynster" line. There is never any question about the quality or workmanship of a "Dominion Raynster." It is a strictly "Made in Canada" garment and carries the guarantee of the largest rubber manufacturing organization in Canada.

It will pay you to write to our nearest branch for style book and price list.

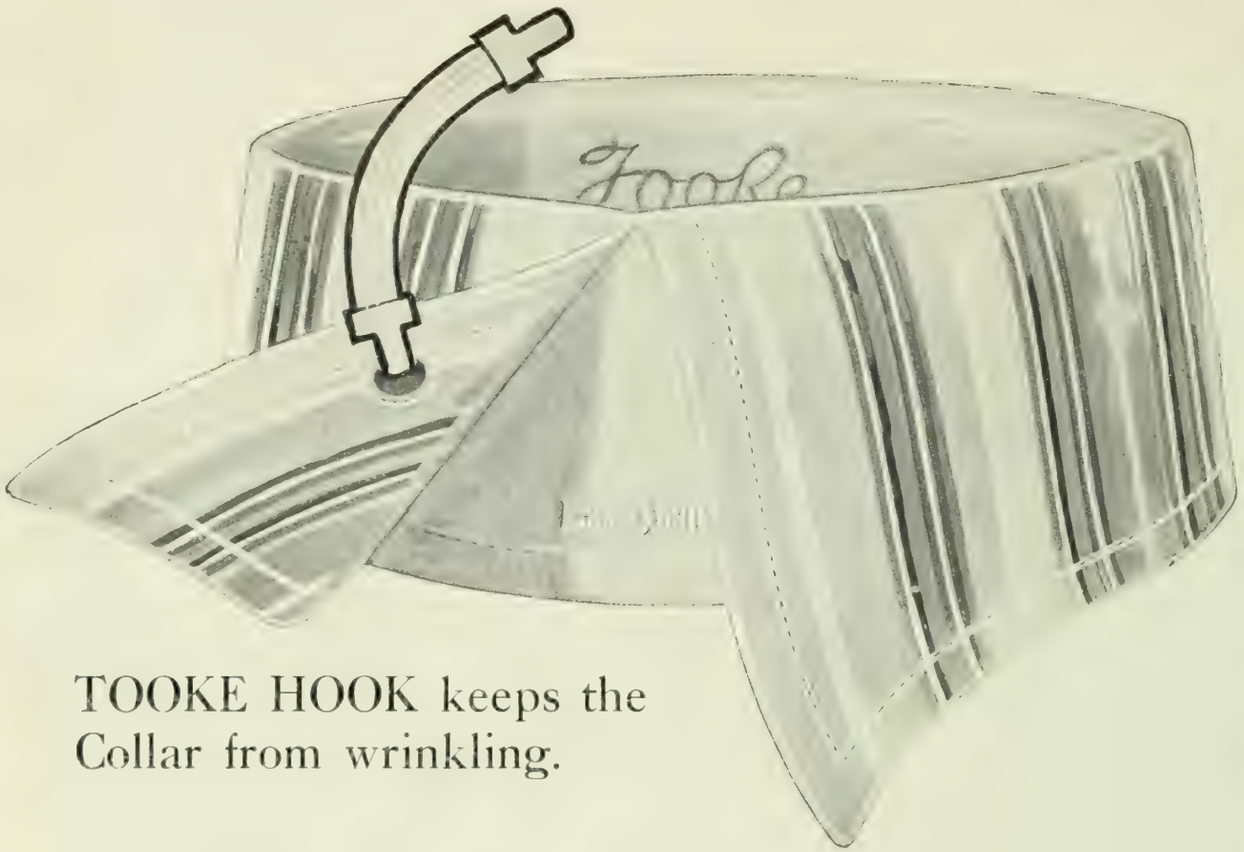
Canadian Consolidated Rubber Co.
LIMITED
HEAD OFFICE: MONTREAL

Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria.

Tooke

SOFT COLLARS

WITH PATENT HOOK



TOOKE HOOK keeps the Collar from wrinkling.

This is the IDEA—

that has revolutionized and popularized the Soft Collar in Canada.

THE TOOKE HOOK IDEA was originated within the walls of our own Plant and is now an exclusive feature of the famous line of TOOKE SOFT COLLARS. Our showing for the coming Season is the best and largest assortment ever produced.

We are mailing to all our customers our new and profusely illustrated Catalogue. If yours does not arrive, advise us.

Goods ready for immediate delivery.

TOOKE BROS., Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

"The Exclusive Tooke Hook."

PATENTED APRIL 1912

MEN'S WEAR REVIEW

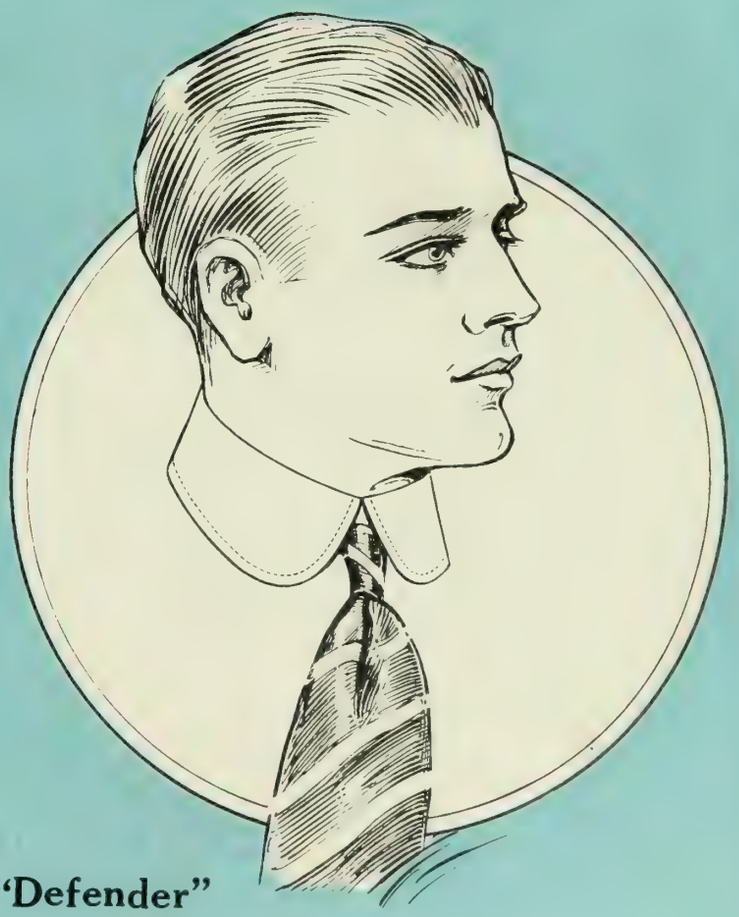
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII. PUBLICATION OFFICE: TORONTO, JULY, 1918 No. 7

DU PONT

Challenge Cleanable Collars

The Summer-time "Best Seller"



"Defender"

For your "hot weather" trade Challenge Collars are non-wilting and do not develop saw edges. They are instantly cleanable and are made in all the popular and current shapes.

Let us hear from you. It will be to your advantage.

THE ARLINGTON CO. OF CANADA, LIMITED

76 BAY STREET, TORONTO

Montreal: Read Bldg. Winnipeg: Travellers Bldg., Bannatyne Ave.

Milne's Neckwear News for July

Illustrating one of the higher priced models in warp prints.

Warp Prints for Fall

FOLLOWING the long run of loud colors, warp prints seem just the right idea—somewhat quieter and yet holding a fine shade of brightness.

WE have lines in the extended Fall range which our travellers are now showing, at $5.50, $7.50, $10.50, $12.50 and $20.00.

WE advise early buying, as the selection is at its widest now.

WILLIAM MILNE
50 York Street Toronto

NEW LINES CONTINUALLY ARRIVING. ALWAYS INSPECT THE MILNE OFFERINGS.

Business Wheels of Canada Turning

The great Montreal harbor, a point of interest to all visitors. In the foreground is seen the entrance to the Lachine Canal —at the left of the picture shows the Twin Towers of Notre Dame Cathedral—to the right of the big elevator is seen the tower of the City Hall.

WITH the doors of Europe closed, the seas infested with submarines, and the United States railways congested with freight, the problem as to how and where to spend a holiday has been considerably narrowed down.

Perhaps this may be a blessing in disguise if it serves no other purpose than making Canadians better acquainted with their own country. There are so many beautiful and restful spots in Canada and there are so many interesting and hustling business cities right in our own Dominion that one may secure whatever sort of a change is desired from present environment without going outside the borders of our own country.

After all a change is as good as a rest and what most healthy active business men seek is more a change of environment than anything else. The busy manufacturer of the East considers a trip to the broad prairie or majestic mountains of our western country a real pleasure, and a holiday as well as an education from a business standpoint.

A NEW VIEWPOINT

The Western retailer is equally pleased and entertained as well as benefited by a trip to the Eastern manufacturing centres, where he may combine business and pleasure in visiting many of the interesting features of older Canada and buying staples or novelties from the many well stocked and up to date merchants and manufacturers of the East.

In this connection Montreal, the metropolis of Canada, has many claims to distinction. It holds first place as the manufacturing centre of Canada, first in regard to shipping, being at the head of ocean navigation; first as a railroad centre, being the headquarters of two of the great railroad systems of Canada with possibility of the third; first as a banking and financial centre; and at the top of the list as a wholesale and distributing centre for the whole Dominion.

MONTREAL WORTH SEEING

Montreal in addition to its vast commercial activities, is one of the most beautiful and historic spots on the continent, its natural advantages, combined with its commercial activities, having contributed to marvellous growth and development. Its quaint old buildings and streets in the older part of the city lead gradually to the most modern of structures that money and brains can produce; and the whole is overlooked by that wonderful natural park, Mount Royal, 900 feet above sea level, standing now in the very centre of this largest Canadian city, and enabling a wonderful bird's-eye view of residential and industrial section alike—of the magnificent St. Lawrence sweeping through the city, dotted with the boats which have dared the German menace to keep the business wheels of Canada turning.

A BIG BUYING CENTRE

Last but not least for those interested in men's wear Montreal is noted as a centre of the clothing industry. There are listed as clothing manufacturers alone in the neighborhood of one hundred and fifty firms. Some of these are of minor importance, but many of the leading manufacturers of Canada are to

The skyline tells a large part of the story of a city's importance. The two views here shown—at the right, Victoria Square, Montreal, in the Seventies—below Victoria Square as it is to-day—bring out the contrast in the sky line. Some things, however, remain constant, the churches, and behind, Mount Royal. Victoria Square is in the heart of Montreal's financial and wholesale section. Some manufacturing lofts are in this neighborhood, but a number of Montreal's big manufacturing concerns are more on the outskirts.

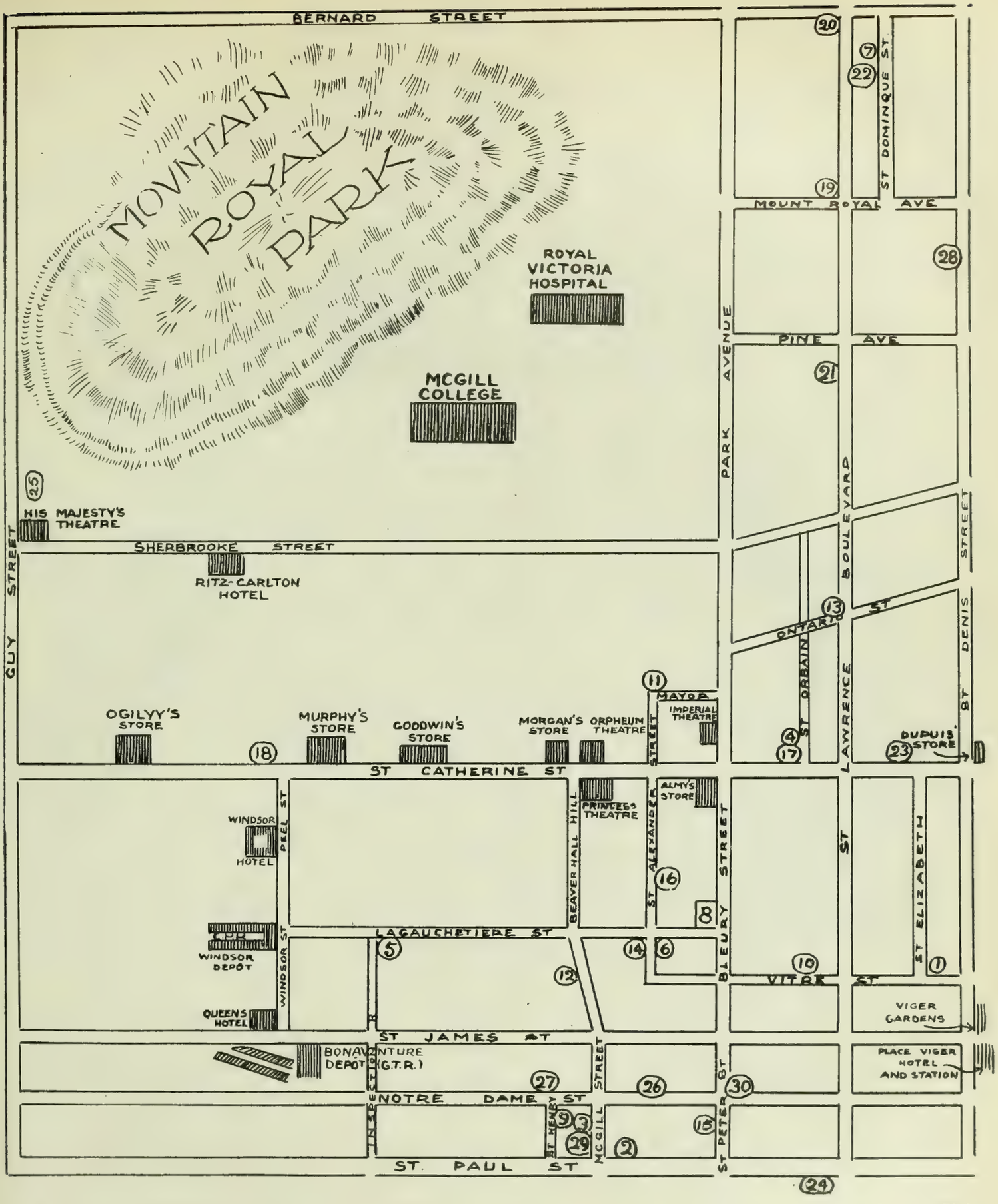
be found in this list. Montreal is also the headquarters of two of the largest shirt and collar manufacturers, and a centre for two large neckwear concerns. A dozen hat and cap manufacturers and wholesalers of importance are located here. The city is also the headquarters of the glove industry for Canada as well as being a recognized centre for buying rainproof clothing, also boots and shoes. In fact everything for the buyer of men's wear in quantity, quality, and variety, may be found in this one centre.

The merchants of Montreal are noted for their courtesy and attention to buyers. The string is on the latch, and buyers large or small are made welcome and liberally treated. Altogether the old city is a most interesting, profitable and pleasurable place in which to spend a summer vacation.

Current Events in Photograph

SCREENING THE SEADOGS

Nowhere has the art of camouflage been more successfully used than in the spectacular attack on the U-Boat bases of Zeebrugge and Ostend. Under a screen of smoke the ships of the fleet were enabled to get close enough to bottle up the U-Boats. This photograph was taken on board the Iris, one of the covering ships used in the Zeebrugge raid. One of the officers is turning on the tap to release the smoke that made a screen like a mist between the attacking ships of the fleet and the land batteries.



1. Acme Glove Works, Ltd., 181 Vitre E.
2. Arrow Garter Co., 489 St. Paul W.
3. Buckley, Drouin & Co., 164 McGill St.
4. Boston Cap Co., 338 St. Urbain St.
5. Canadian Consolidated Rubber Co., 201 Inspector St.
6. College Brand Clothes, 45 St. Alexander St.
7. Campbell Mfg. Co., 2848 St. Dominique St.
8. Dent, Allcroft & Co., Southam Bldg., 128 Bleury St.
8. Men's Wear Review, Southam Bldg., 128 Bleury St.
9. H. E. Davis & Co., 121 St. Henry.
10. J. Elkin & Co., 29 Vitre St. W.
11. Freedman Co., Sommer Bldg., 37 Mayor St.
11. Samuel Wener & Co, Sommer Bldg., 37 Mayor St.
12. Fit Reform, E. A. Small & Co., 112 Beaver Hall Hill.
13. Fashion Craft Mfrs., Ltd., 566 St. Lawrence Blvd.
14. Governor Fastener Co., Unity Bldg., 46 St. Alexander St.
14. A. Harry Wolfe, Unity Bldg., 46 St. Alexander St.
15. L. Gnaedinger, Son & Co., 94 St. Peter St.
16. Gillette Safety Razor Co., 71 Alexander St.
17. B. Gardner & Co., 85 St. Catherine St. W.
18. J. B. Goodhue & Co., Drummond Bldg, 511 St. Catherine St. W.
19. Kaplan Samuelson & Co., 1620 Clarke St.
20. Montreal Glove Works, 12 Bernard St.
21. New York Cap Co., 880 St. Lawrence Blvd.
22. John W. Peck & Co., Ltd., 2275 St. Lawrence Blvd.
23. Geo. Provencher, 166b St. Elizabeth St.
24. Alphonse Racine Ltd., 60 St. Paul St. W.
25. Semi-Ready Ltd., 472 Guy St.
26. Tooke Bros., Ltd., downtown sample room, 235 Notre Dame St., W.; factory, St. Henry.
27. Union Clothing Co., Ltd., Jacobs Bldg., 285 Notre Dame W.
28. H. Vineberg Co., Ltd., 1202 St. Lawrence Blvd.
29. Vineberg Pants Co., 160 McGill St.
30. Wearbest Clothing Co., 149 Notre Dame W.

Look us up sometime during that Montreal visit

When you come to the Commercial Metropolis don't forget to visit Racines—the well-known Specialists in Men's Furnishings. Here you will find that combination of Style and Value which is a guarantee of brisk selling and pleased customers.

The "Beaten Path" Leads to Racines

Follow the path that wise merchants everywhere are following—the "Beaten Path" to Racines.

And—cover your requirements **early.** Prices may go higher still. Avoid the fallacy that they have reached the limit.

Don't take chances. Order now.

Here are a few of our lines:

Shirts: **"Racine,"** working; **"Hero,"** fine; **"Strand"** (Chemise de luxe); **"Lifesaver"** overalls; **"Samson"** pants, **"Record"** sox.

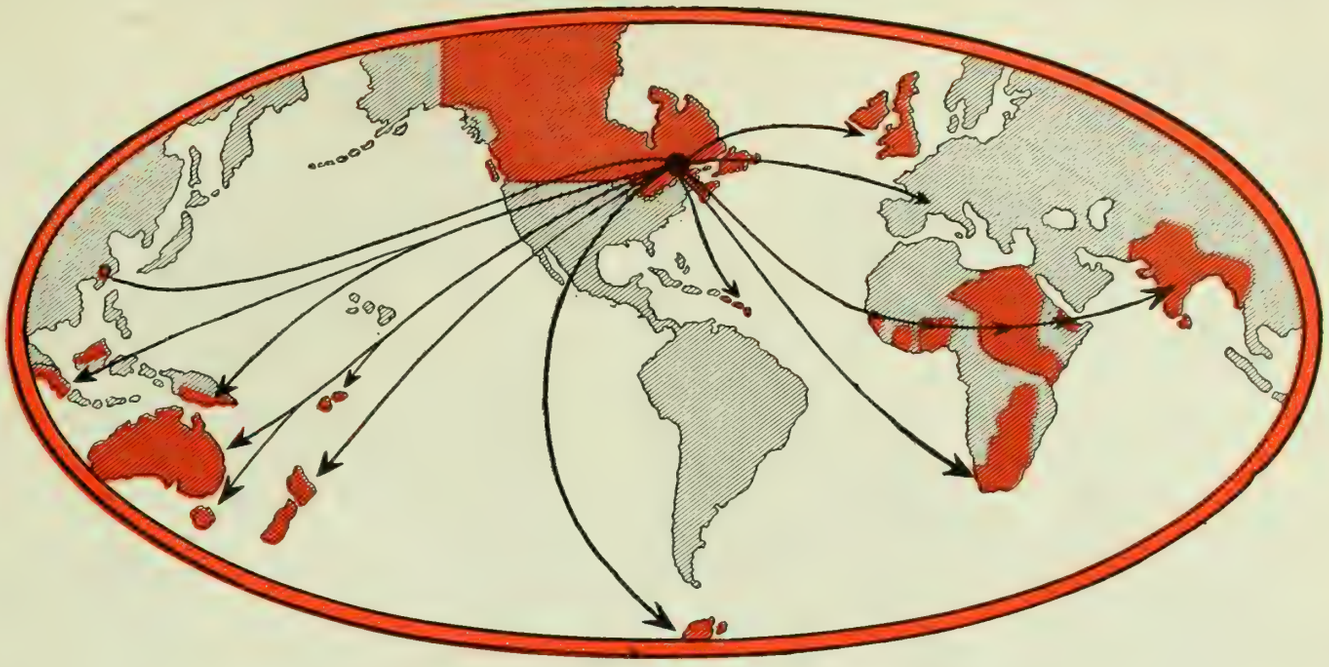
We'll be very glad to have you call at any time. Make a note of the address.

Alphonse Racine, Limited

Everything in Men's Furnishings

60-82 ST. PAUL ST. W. - - MONTREAL

Factories : Beaubien St., Montreal; St. Denis, St. Hyacinthe
Sample Rooms: Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S.



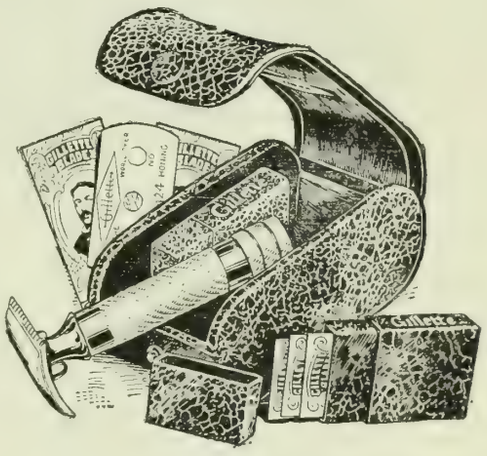
Making Ten Blades of Steel Grow Where One Grew Before

We have simply **had** to do it!

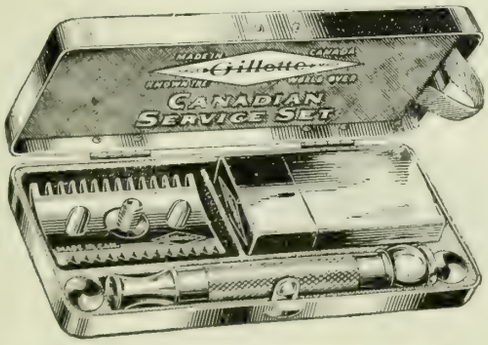
The normal peace-time expansion of the Gillette Safety Razor business might have seemed remarkable in other industries—though we had grown accustomed to expect and provide for it. But the expansion brought by the war has gone far beyond our expectations.

Never before have the men of many nations lived together so intimately as in the Allied Armies Overseas. Never before has there been such an exchange of ideas. Never had we dreamed of such enthusiastic man-to-man boosting for the Gillette Safety Razor as is going on "over there."

We are sharing with the Gillette factory in Boston the task of supplying the Allied armies—and the Allied world—with Gillette Razors and Blades. Our share includes the British Isles, Australasia, India, South Africa, Fiji, and as many Overseas troops as we can supply—in addition to the rapidly growing Canadian demand.



Bulldog Set



Canadian Service Set

This demand—from you and the thousands of other Canadian dealers who are the backbone of the Gillette business—we are determined to take care of, come what will. So we have been doubling and redoubling our output as fast as we can put in new machinery and devise new processes. In this we have been so successful that we are literally producing ten Gillette blades now for every one we made before the war.

Besides that, we have perfected the three new Military Sets that have made such a hit with the men now joining up and going overseas. So go after the trade these new conditions are producing—we'll back you with goods to the limit.

Gillette Safety Razor Co.
of Canada, Limited

Office and Factory—65-73 St. Alexander Street

MONTREAL

This Show Card
will sell more
STAR BRAND OVERALLS
for you

Hang it in your store and let the working men of your town see that you sell the Star Brand Overall—the favorite of railroad men, farmers and mechanics.

Star Brand Overalls are dependable. They are made to satisfy and they do satisfy—always.

Stock Star Brand Overalls and guarantee yourself good business and the good-will of your trade.

"Prove all things and hold fast to that which is good."

Star Brand Overalls are made only by

The J. B. Goodhue Co.
ROCK ISLAND, QUE.
Montreal: 211 Drummond Bldg.
Ottawa: 76 O'Connor Street

Announcing

"Style Clothes"

Manufactured by

Wearbest Clothing Manufacturing Co.

A new label for high class tailored garments comparing with the finest in the land.

There's an outstanding degree of "pep" about the new models in Style Clothes assortment that is certain to "get across" with the particular young fellows.

The Dignified Correctness of Style Clothes, for the older men coupled with our reasonably low prices, offer you as fine a selling combination as you could possibly wish for.

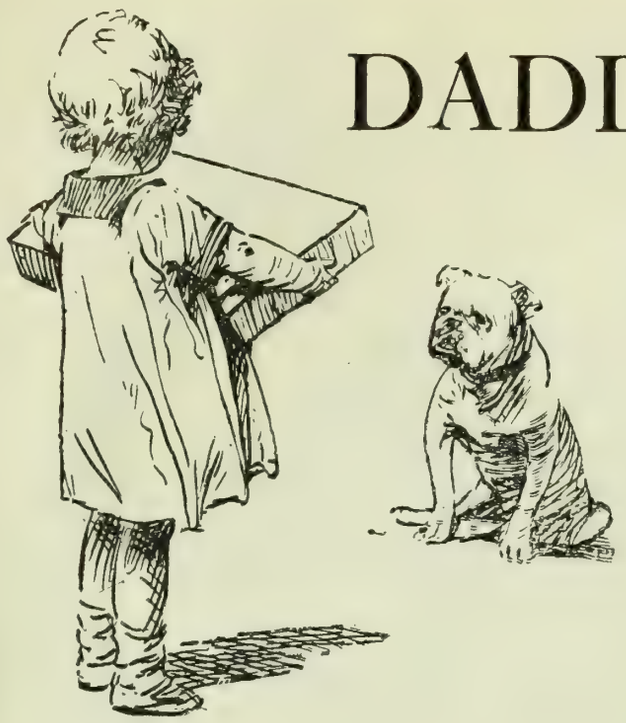
Let Us Get Together

We are located right in the Heart of the Wholesale Section.

Come and see if visiting in Montreal this Season, or a call from us can be arranged to suit your convenience.

THE wear best BRAND

The Wearbest Clothing Mfg. Co.
Makers of Stylish Clothes for Men and Young Men
149 Notre Dame St. W., Montreal



DADDY ALWAYS BUYS "TRUE-FIT"

Waterproof Coats

The consumer is the judge when it comes to the wearing qualities of the garment and the wise merchant is the one who sells only the kind that gives absolute satisfaction. There is nothing that one can be so easily deceived in as a waterproof coat. So much depends on what goes into it, as to whether it is waterproof at all or not.

In True-Fit Dependable Double Textile Waterproof Coats we are offering the best all-round weather proof coats on the market, thereby attracting and holding the best custom.

And we can guarantee deliveries. In this you have the double advantage of our big English supply house and our own well-stocked factory in Montreal.

We are sole agents for Canada for the AQUATITE BRAND Gentlemen's Yarnproof Coats.

Look over our values before buying.

Samples for Spring and immediate shortly being shown.

TRUE-FIT BRAND WATERPROOF. TRADE MARK REGISTERED. TRUE FIT SW&Co. GUARANTEED TO STAND ALL CLIMATES

Samuel Wener and Co., Limited

SOMMER BUILDING ∴ ∴ MONTREAL

FOR FALL, WINTER AND SPRING in GREATER and BIGGER VARIETY than ever

WOLFE'S CAPS

The Standard of all Competitors will be in the hands of our eight travelling Canadian representatives, early in August.

Arrange appointments now.

A. HARRY WOLFE

Unity Building - MONTREAL

CONTRACTOR TO H.M. THE KING

WOLFE'S M.I.C. BRAND NONE BETTER MADE IN CANADA

REGISTERED

Call at our New Address

ARROW PAD GARTER

ARROW PAD GARTERS
ARROW ARM BANDS

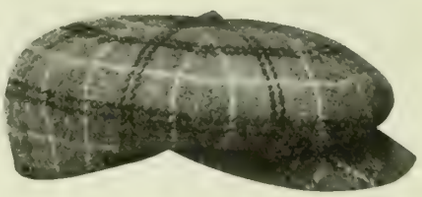
Full line Men's and Boys' Leather and Elastic Belts, etc.

Exceptional Quality, Lowest Prices
Best Values on the Market

Warmer weather will be sure to create a demand. Look over your stock. Ask your jobber.

Arrow Garter Mfg. Co.

48 St. Paul St. West - MONTREAL



THIS IS A CAP YEAR

Owing to the practically prohibitory prices which must be charged for all Felt Hats this Fall, many men will be forced to wear caps instead.

Be ready for the demand. Our range includes

NOBBY STYLES
NEW MATERIALS
CLOSE PRICES

Let us send you sample assortment.

NEW YORK CAP CO.

880 St. Lawrence Boulevard MONTREAL

Say You Saw It
in
Men's Wear Review

ACME QUALITY GLOVES

Meet Every Requirement of the Fastidious Dresser

Quality Folk everywhere appreciate the comfort and the elegance of Acme Gloves. And this style perfection, when linked with Acme dependability, constitutes as strong a glove selling proposition as you could well desire.

Look for the name "ACME" on the fastener. It is *your customer's* best guarantee of 100% glove value, and *your guarantee* of his future custom and goodwill.

If your Holiday Plans include a visit to Montreal—be sure to look us up. We will be glad of the opportunity to show you the real values in this new Acme assortment.

Acme values will build you a bigger glove business

ACME GLOVE WORKS, LIMITED

181 Vitre Street East :-: MONTREAL

Everything for Life in the Open

SILK TENTS AND "REPELLANT" BRAND ARMY DUCK TENTS. Best money can buy.

"NAIDANAC MAKINAW" Street Suits, Blazers, Shooting Coats, Pants, Shirts, etc. Pure wool, waterproof.

SLEEPING BAGS, BLANKETS, SWEATERS, UNDERWEAR.

Let us know your requirements for equipping camping, hunting, fishing parties, lumbermen's supplies, etc.

GRANT---HOLDEN---GRAHAM, LIMITED

Factory and Warehouse: 147-151 ALBERT STREET, OTTAWA, CAN.

Taylor-Made

Garment Hangers

No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trouser Bar, at

$7.50 PER HUNDRED

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton Ontario

FOR THE MILLIONAIRE

Made in Canada — "Everyman's" TRADE MFD BY DAVIS BROS MARK — *For Canadians*

FOR THE MILLION

EVERYMAN'S

— the trousers for the millionaire and the million

The new Everyman's assortment offers you a huge variety of excellent fabrics and values—Fancy Striped Worsteds, Serges, Tweeds, Corduroys, etc., and styles to meet the requirements of the "millionaire or the million."

See what the Everyman's line offers you before you put in that new trouser stock. Samples and prices from

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

Fixtures to Speed Up Service

One of our service givers. Counter, equipped with drawers for carrying caps, knit goods, etc.

With help short goods must be kept handy — they must be displayed.

Walker Store Fixtures provide just what you need in your store.

Let us hear your requirements.

The Walker Bin & Store Fixture Co., Limited

Kitchener, Ontario

ARROW
ATHLETES
Under SUITS
for MEN

STRIKE a new note in the development of comfortable dress. In this underwear you can offer a full blouse shirt attached to solid trouser-crotched drawers. A "union" of the upper and lower garments made in such a way that one does not strain or pull the other.

You Should
Stock and Feature
Them

Permit us to show you the line and our sales promotion plan.

Cluett, Peabody & Co., Inc.

Factory: ST. JOHNS, P. Q.

MONTREAL TORONTO WINNEPEG VANCOUVER

Mr. Rutledge, Manager of Men's Wear Review, says:
"In spite of the war men's wear trade has been good, but only because the men's wear merchants have *made it good*"

and now read this letter about

A Merchandising Service

which sold $17,000 in three days for Beliveau Peace, Ltd., of Winnipeg

THE MACLEAN PUBLISHING COMPANY, LIMITED — John Bayne MacLean, President
Toronto · Montreal · Winnipeg · New York · Boston · Chicago · Cleveland · London, Eng.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE
Published MONTHLY — MWR — 143-155 University Av. TORONTO-CAN.

June 7, 11.

P O. BOX 368

The T.K. Kelly Sales System,
Minneapolis, Minn.

Gentlemen:- Attention Mr. C. . Griffin, Vice-Pres.

Have been very much interested to receive the wire that the Beliveau Peace Company of 472 Main st., Winnipeg sent you announcing the success of your sale. It does seem to the writer that this telegram - vouching, as it does for the success of sales conducted under your systems, would make a wonderful impression if reproduced in MEN'S WEAR REVIEW.

Beliveau Peace Ltd. are, as you know, men's wear merchants in both clothing and accessories and for a long time have been readers of MEN'S WEAR REVIEW. They are well known to the trade and what they say would bear weight with many other merchants.

The present is a time when the merchants are particularly anxious to avail themselves of all possible means for stimulating business. It is strange, that in spite of so many men going to the war, business has been remarkably good in men's wear trade in Canada. It has only been so however, by reason of the enthusiasm the merchants have thrown into their business.

Never was there a time probably when men's wear merchants were so open to the consideration of business winning methods.

We feel sure your announcement would start many men's wear merchants thinking and lead to a number availing themselves to your experience and methods.

You could make your announcement in the coming issue of MEN'S WEAR REVIEW at a cost of $45.00 for the page.

A [illegible] regular advertising would be of particular benefit to you - you could use six pages during the coming twelve months at a cost of $270 per insertion. Could you not arrange such a campaign and use the [illegible] Beliveau Peace sale for our coming number which will be our June number getting to the trade just the end of June? We feel you could [illegible] more compelling copy for your first announcement than this.

[illegible] contract, one made out for the single insertion and one for the six insertions and trust you will sign one of these, which we return herewith to you, and return to us with your instructions. We [illegible] your copy carefully.

Yours very truly,

Gordon Rutledge

the telegram

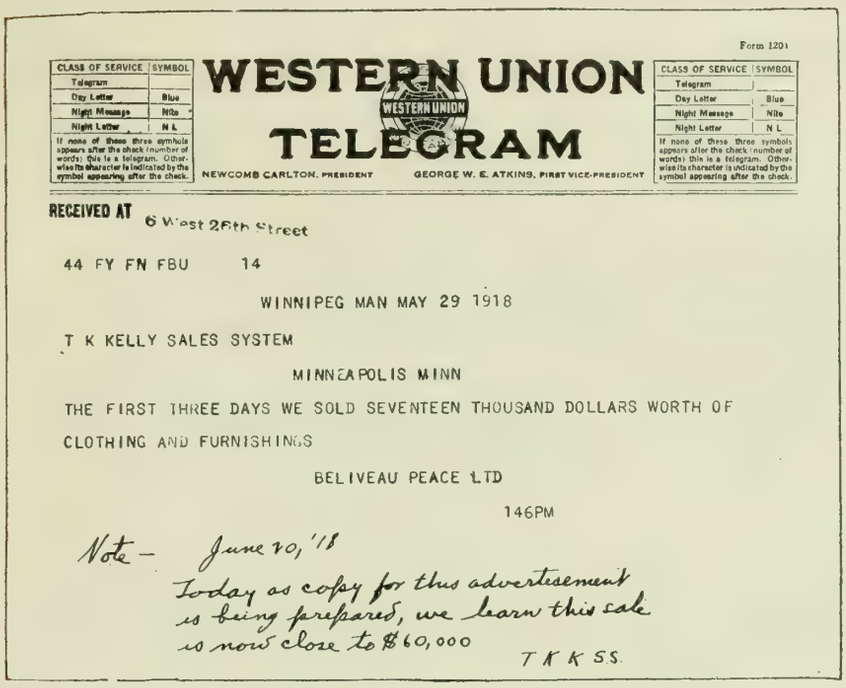
Note the Service men's wear merchants need

AND NOW READ ON THE NEXT PAGE WHAT THIS SERVICE IS.

The T. K. Kelly Sales System

MINNEAPOLIS MINNESOTA, U.S.A.

How Beliveau Peace, Ltd., of Winnipeg sold $17,000 in three days— $60,000 in four weeks



Form 1201

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT 6 West 28th Street

44 FY FN FBU 14

WINNIPEG MAN MAY 29 1918

T K KELLY SALES SYSTEM

MINNEAPOLIS MINN

THE FIRST THREE DAYS WE SOLD SEVENTEEN THOUSAND DOLLARS WORTH OF CLOTHING AND FURNISHINGS

BELIVEAU PEACE LTD

146PM

Note— June 10, '18
Today as copy for this advertisement is being prepared, we learn this sale is now close to $60,000
T K K SS.

YOU CAN REDUCE YOUR OVERSTOCK— RELEASE TIED-UP CAPITAL— GAIN NEW TRADE—OR SELL OUT YOUR BUSINESS through

The T. K. Kelly Sales System MINNEAPOLIS MINNESOTA

The T. K. Kelly Sales System is an organization of retail experts to assist merchants in the solving of every retail problem. It has a business record of over twenty years' standing, and a financial responsibility of more than $300,000. Give us an outline of your situation and let us submit our plans. It will not obligate you.

Not An Accident

That the Beliveau Peace success is not an accident is proven by

$22,000 for Begg & Co., Hamilton, Ont.
$18,000 for G. R. Kellar, Hamilton, Ont.
$28,000 for McLean & Garland Winnipeg, Man.
$24,000 for Tailor Fit., Ltd., Winnipeg, Man.
$18,000 for N. Bourassa & Son, La Fleche, Sask.
$11,000 for Daniel Glockzin Czar, Alta.

INQUIRE

Firm Name .....

City..... Province.....

Stock inventory....Amount to be sold....

Name or purpose of sale.....

.....

.....

.....

Important Announcement

We beg to advise our numerous friends in the trade that Crescent Brand Neckwear for Fall, 1918, may be obtained as usual, manufactured in our Hamilton, Ontario, factory by the Van Allen Co., Ltd.

Travellers for the Van Allen Co., Ltd., will be showing in July a complete range of

STAR BRAND
and
CRESCENT BRAND NECKWEAR

including a large variety of beautiful patterns in Swiss Silks, etc.

Our Mr. V. deV. Dowker has been retained as Managing Director, and will conduct the business as usual, with sales office and sample rooms in Montreal.

You will thus be able to obtain STAR BRAND and CRESCENT BRAND SHIRTS and NECKWEAR with quality and service fully equal to the past.

VAN ALLEN CO., LIMITED

HAMILTON ONTARIO

Oldest and Best

Fall and Winter Outfit NOW READY

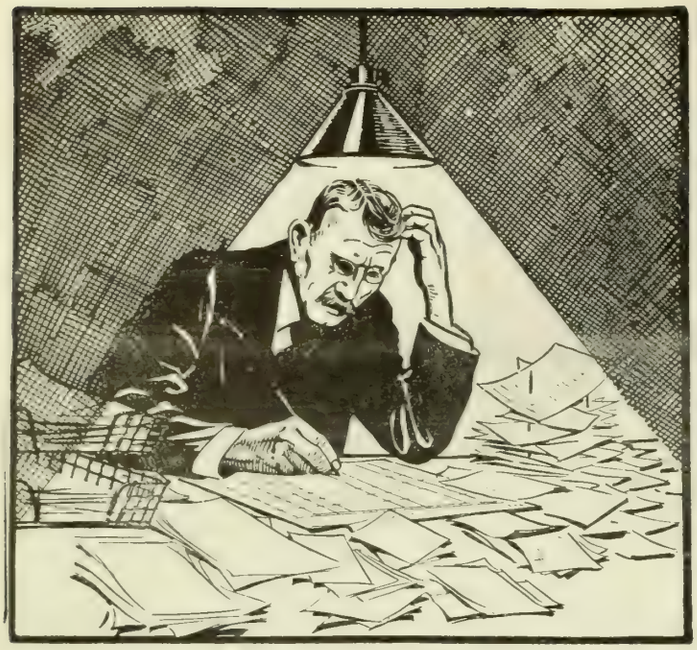
Get your application in now for the Hobberlin Tailoring Outfit. No! It is not too early; long experience has shown that our agents are able to secure considerable business during mid-summer months. Our Fall and Winter Outfits will prove a leader. It is big in range, in variety and the quality will be hard to beat at our prices.

You will find "The Hobberlin Line" a live selling proposition. Let us appoint you agent in the unrepresented locality.

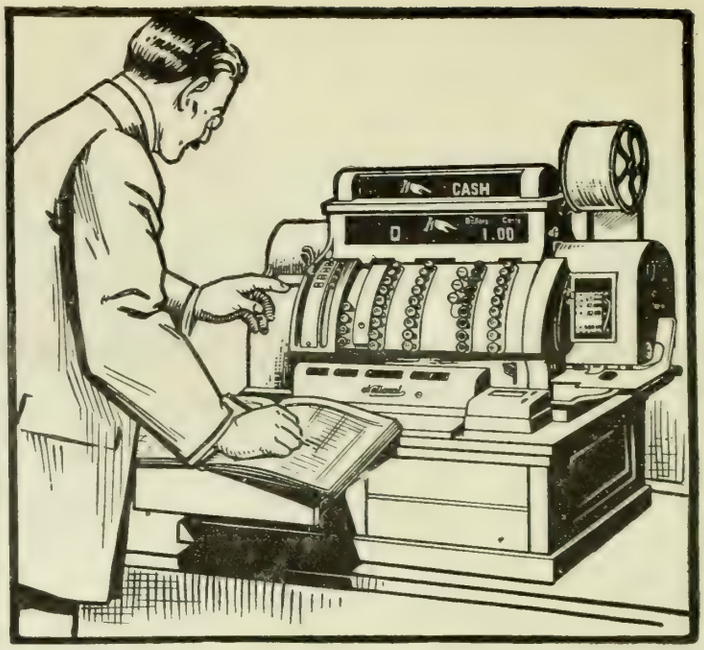
The House of HOBBERLIN Limited

9 - East Richmond St. Toronto, Ont

Established 1885



The old way



The new way

A man should not do the work a machine will do for him

A merchant, with all his troubles, should never do the work that a machine does better and quicker.

Our newest model National Cash Register makes the records which a merchant needs to control his business. It does fifteen necessary things in three seconds.

Without the register a man cannot do these things in half an hour.

With the register, even a new clerk can do them just by pressing the keys.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks. It pays for itself out of what it saves.

Merchants need National Cash Registers now more than ever before

Fill out this coupon and mail to-day

Dept. C14, The National Cash Register Company of Canada, Limited, Toronto, Ont.

Please give full particulars about the up-to-date N.C.R. System for my kind of business.

Name.....

Business.....

Address.....

OUR LINE OF

South American and Toyo

PANAMAS

and

OTHER BODY HATS

FOR THE WHOLESALE TRADE

Ready for Inspection

Canndian Panama Hat Company, Ltd.

345-349 Adelaide Street West, Toronto

If interested, tear out this page and keep with letters to be answered.

The custom of the new Canadian Tommy will go to the dealer showing

The Miller Walking Breeches

There's a snap and a style about these Miller Walking Breeches that win the approval of every soldier lad.

And the soldier's good-will and custom are now a real factor in the dealer's business plans. Not since the heyday of recruiting in 1915 has the outlook for big military sales been more promising. For the men now getting into uniform are men for the most part with plenty of money to buy just such lines as their fancy suggests and the Miller Walking Breeches are a proven favorite with every Tommy.

Plan now to display this line regularly and so get your share of the renewed military demand.

Private's Serge Slacks, Tunics, Haversacks and Puttees.

The Miller Manufacturing Company, Limited

Makers of the Famous Miller Breeches and Miller "Master Made" Clothing Specialties.

44 YORK STREET TORONTO

If interested, tear out this page and keep with letters to be answered.

Summer Days are days to sell

Miller-Made Summer-Weight Clothing

And we can give you immediate deliveries.

This newest assortment of Miller-made Summer Togs embodies every point of merit that careful buyers demand and for which Miller garments have long been famous.

The line includes:

Palm Beach Suits, White Duck, Khaki Duck and Flannel Trousers, Lustre Coats, White Duck Coats, Dusters, etc.

IMMEDIATE DELIVERIES

Quick ordering now will ensure you a good selection and make bigger Summer clothing sales a certainty.

THE

Miller Manufacturing Co., Ltd.

Makers of the famous Miller Breeches and "Miller Master-Made" Clothing Specialties.

44 York Street Toronto

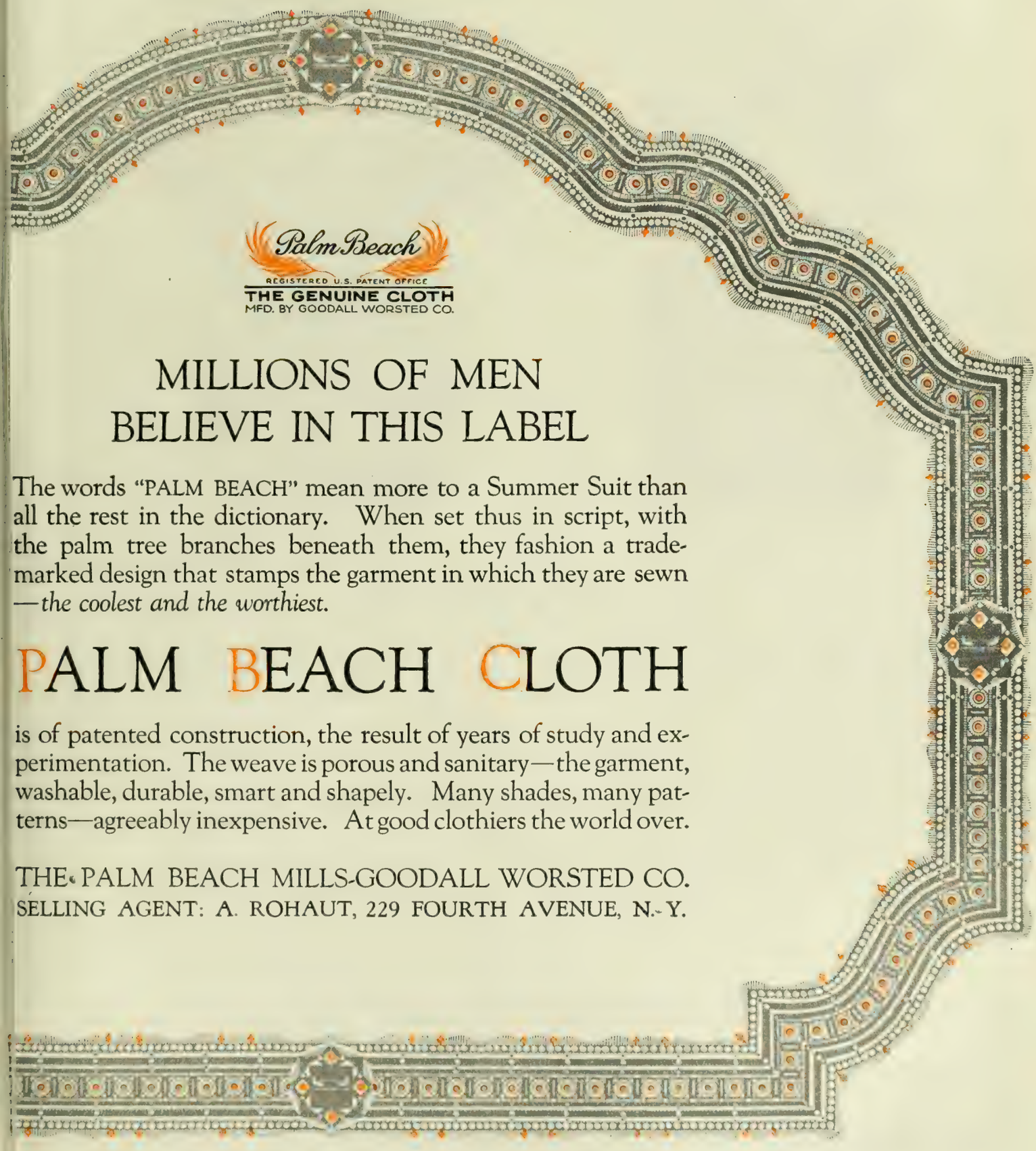
If interested, tear out this page and keep with letters to be answered.

FLATO

HELPING YOU TO MAKE THE MOST OF YOUR PALM BEACH SEASON.

A Reproduction of the center color spread that will appear July 20th in the Saturday Evening Post.

THE PALM BEACH MILLS - GOODALL WORSTED COMPANY
A. ROHAUT, SELLING AGENT, 229 FOURTH AVE., NEW YORK



Palm Beach
REGISTERED U.S. PATENT OFFICE
THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.

MILLIONS OF MEN BELIEVE IN THIS LABEL

The words "PALM BEACH" mean more to a Summer Suit than all the rest in the dictionary. When set thus in script, with the palm tree branches beneath them, they fashion a trade-marked design that stamps the garment in which they are sewn —*the coolest and the worthiest.*

PALM BEACH CLOTH

is of patented construction, the result of years of study and experimentation. The weave is porous and sanitary—the garment, washable, durable, smart and shapely. Many shades, many patterns—agreeably inexpensive. At good clothiers the world over.

THE PALM BEACH MILLS-GOODALL WORSTED CO.
SELLING AGENT: A. ROHAUT, 229 FOURTH AVENUE, N. Y.

OLD STYLE
Having a Ripping Time.

NEW STYLE
Here's a Tip. They Never Rip.

A Sure Trade Winner

The "Railroad Signal" Shirt

In Coat Style

All your customers will want this Working Shirt. No more struggle to get dressed. New comfort and the old wearing qualities.

These Coat Style Working Shirts are made in ample sizes. You'll want an ample stock.

Union Made—Made to Fit

Manufactured by

The KITCHEN OVERALL & SHIRT CO., Limited

BRANTFORD, ONTARIO

279 College Street
TORONTO

803 New Birks Building
MONTREAL

407 Hammond Block
WINNIPEG

If interested, tear out this page and keep with letters to be answered.

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8 TORONTO, JULY, 1918 No. 7

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JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
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Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*

A. B. Caswell, *Montreal Representative.* C. W. Byers, *Western Representative.*

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CANADA—Montreal, 128 Bleury St., Southam Bldg., Telephone Main 1004. Toronto, 143-149 University Avenue, Telephone Main 7324; Winnipeg, 1207 Union Trust Building, Telephone Main 3449.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 20 cents. Invariably in advance.

Montevideo
chooses the
President

THIS beautiful South American city is one of the world's important trading centres, exporting large quantities of live stock, hides, wool, tobacco and agricultural products to all parts of the world, and importing practically all manufactured articles used by its people.

MONTEVIDEANS with the world's products to choose from, have unanimously adopted the PRESIDENT SUSPENDER—this line selling there to the almost entire exclusion of other makes.

The PRESIDENT is the world's best known and largest selling suspender--earning its way to fame and popularity through never failing quality, backed by the manufacturer's guarantee on every pair.

MANUFACTURER'S GUARANTEE
THIS SUSPENDER IS WARRANTED TO WEAR TO THE SATISFACTION OF THE PURCHASER. IF FOR ANY REASON IT FAILS TO DO SO, MAIL IT TO US WRITING YOUR NAME AND ADDRESS PLAINLY UPON THE PACKAGE AND IT WILL BE RETURNED TO YOU IN GOOD CONDITION FREE OF COST
President Suspender Co. LIMITED
NIAGARA FALLS, CANADA

THE DOMINION SUSPENDER COMPANY
LIMITED

Niagara Falls - Canada

If interested, tear out this page and keep with letters to be answered.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VIII. TORONTO, JULY, 1918 NO. 7

FEARING FAMINE IN WOOLLEN CLOTH, MANUFACTURERS CONSIDER GOVERNMENT'S ORDERS

Full Facts Will be Submitted to War Board—Statement Made That Canadian Mills Are Sending Woollens to U.S. to be Made into Uniforms, While Canadian Clothing Men Buy in States.

IT has lately been made very evident to clothing manufacturers that the Canadian Government is becoming an exceedingly heavy buyer of better quality cloth. These materials the Government needs principally for uniforms, but also for accessories, such as shirts, puttees, etc.

The cloth situation in the Dominion is such at the present time that clothing manufacturers are inclined to be fearful of the effect which the big buying of the Canadian Government will have on civilian business. A meeting to discuss the situation was recently held in Montreal. No final action was then taken, but it was decided to more thoroughly canvass the manufacturing trade, to find, if possible, what supplies of cloths are in hand at the present time, and to ascertain what steps can be taken to keep the clothing trade in a healthy state at the same time that the Government gets the cloth which it needs.

CLOSING OF PLANTS PREDICTED

It seems, from what developed at the Montreal meeting of clothing manufacturers, that only a few Canadian cloth mills have shown any samples for this season—the others are apparently filled up with Government orders. So serious is the situation considered, that fears of many clothing plants being forced to close down were expressed. The matter is to be gone into more fully at another meeting of the clothing manufacturers to be held in Montreal the week of June 24th, and after this the expectation is that a deputation from the meeting will wait on the War Board at Ottawa to put before the body the position of the manufacturers. It is understood the War Board has already been written for an appointment.

DOES GOVERNMENT REALIZE POSITION?

Manufacturers who met in Montreal seem under the impression that the Government does not realize just how serious the situation is, and that the necessity for uniforms may not be quite as pressing as to entail the employment of practically all the Canadian mills on khaki cloth, to such an extent as to practically eliminate the manufacture of cloth for civilian use. There has been no discussion apparently of pooling the cloth in the country and making some sort of equitable division of it among the various manufacturers.

GOODS GO TO UNITED STATES

A point which will likely be brought prominently to the attention of the War Board is that the clothing industry of Canada must make plans a year ahead and must know as far as possible what can be depended upon in the way of raw materials. It was felt to be incongruous that the mills of Canada should be employed in making khaki cloth for the requirements of the United States army whilst Canadians were forced to buy their woolens on the United States market and pay import duty, in other words that Uncle Sam had woolens to export whilst our Canadian manufacturers were helping to clothe his army at the expense of the civilian trade. It was not felt that the entire time of the Canadian mills could be employed in manufacturing khaki cloth for the Canadian army only.

As far as clothing for Fall 1918, it seems that deliveries will be fairly good. Some factories have all they need in cloth for filling orders on hand. Others have the cloths ordered, but these are not in hand to as large an extent as could be wished.

It is likely that the next month will see the cloth situation increase in difficulties.

Cloth Demanded for Military Needs Makes Clothing Outlook Difficult

AS a result of some despatches in the daily papers, giving incomplete information, a good deal of anxiety has arisen as to the supply of cloth which will be available for the Canadian civilian trade. There is every reason to fear that the scarcity is to become more and more acute. There is no reason to believe, however, that the Government is overlooking Canadian needs in order to get Canadian cloth manufacturers to export to the United States—even though such exportation would do a good deal towards improving the balance of trade, which is so desirable at the present time.

A good deal has been happening during the past two or three weeks in the woollen industry, and that the trade may get a definite idea of the present situation, it will be well to review the various movements.

About the 3rd of June, the Wool Commission, which was then meeting in Toronto, called the Canadian manufacturers of woollens together and urged that they immediately make known to the Commission their requirements. They were advised that after receiving notice of the requirements the Commission would make allotments of the available wool, and that after that they would make provision for the shipping of the excess wool to the United States, appraisal of this wool to be exported to be made by a Canadian expert and the distinct understanding being that any Canadian wool shipped to the United States would mean a return of other grades of wool from the United States—other grades which are needed in Canada for other purposes.

Shortly after the woollen men had been in conference with the Wool Commission, the Canadian War Purchase Board at Washington received definite word that woollen cloths made in Canada, blankets, etc., would be bought by the United States Government. The War Purchasing Board laid this matter before the authorities at Ottawa and the Ottawa authorities took the matter up with the Canadian woollen men.

As a result of this conference, the Government handed down what is practically a ruling to the effect that the output of Canadian woollen manufacturers is to be disposed of first for Canadian military needs—after that for Canadian civilian needs, and following that, if there is any cloth left, this will go for export.

Now the requisition which the Canadian woollen men were asked to make by the Wool Commission has of course practically meant that each man has estimated the output of his looms and has given the amount of wool necessary to keep these working as his requisition. Whether or not the Wool Commission will be able to give enough wool to make such a 100% production possible remains to be seen.

But there is a likelihood that the output of Canadian cloth will be greater than for last year, which was of course the greatest year to date. This is one satisfactory feature of the situation. Another is the great improvement there has been in the class of material Canadian mills are turning out. Manufacturers who for some time were rather skeptical as to the quality of these goods have been entirely won over to them. The patterns of course are not as varied as were available in former years, but the goods themselves are entirely satisfactory.

The announcement of the Government that military needs are to take precedence over all others is of course an exceedingly serious one. It has been becoming very evident that the Government is once more stepping into the market as a large buyer of cloth—as a buyer of high class cloths, too, which use up a great deal of the wool supply. The question is as to the amount of woollens the Canadian mills will have available for the civilian trade after supplying the needs of the Government. It is pretty hard to estimate just what will be available for civilian clothing, but present demand for khaki cloth, for puttees, for blankets, etc., would indicate that the Canadian yardage which will reach the Canadian clothing manufacturers will be much smaller than the yardage delivered last year.

There has been practically no buying of cloth or uniforms by the Canadian Government since the middle of 1916. The present enlistments, however, have pretty well exhausted the reserve supply of uniforms and the Government is evidently now preparing to build up a reserve supply. The situation will certainly increase difficulties in the clothing industry.

As might be expected, the turn of events is causing a great deal of anxiety to the clothing manufacturers. The general impression is, however, that if the Government needs the cloth, the Government will have to have it. Some meetings of manufacturers are taking place to discuss the situation, but apparently more to the end of making the supply of cloth which is on hand go around as far as possible than to criticize the action which is making the cloth scarcity more acute.

There is talk that some of the clothing manufacturers will have to close down because of inability to get materials. Their shipments from abroad are coming through very slowly and now if they cannot get materials from Canadian mills it will be pretty nearly impossible to keep things going on anything like the old basis. However, there has, for some little time, been considerable lending of cloth and there is reason to hope that conditions will brighten somewhat as the situation develops.

The Interior Unit

Writers love to speak of the deft touch of "the female of the species" which transforms the bare bachelor apartment into a home. Those who are married have probably experienced many "deft touches" and won't take issue with the writer on this particular point. They will, moreover, willingly admit the value of the deft touch in the store.

Note the example above—just a silent salesman with a boy unit trim on top, simple in the extreme, yet how that would brighten the store interior. It is trims like this which help materially in business building.

ONLY 20 P.C. OF COTTONS AVAILABLE FOR CIVILIAN NEEDS

Huge U. S. Army Orders Denude Market—Canadian Manufacturers Selling Cloths Across the Line—Price Not the Problem Now, But to Get the Cloths Necessary For Production

AS a summing up of the cotton situation, the following letter by an outstanding authority deserves reading and re-reading. The opinions are bolstered with facts. The outlook, as herein suggested, is not of the brightest, but to face the truth will be best for the trade. The letter seems to indicate a large part of the truth.

LARGE DEMAND FOR COTTON

"Conditions in the cotton goods market are the most serious they have ever been to my knowledge in the history of the world. Every American soldier, as you no doubt know, is equipped not only with a uniform but with two suits of overalls besides other cotton clothing. Besides these two suits of overalls, which they use for all fatigue duty, a great many of the American troops also use cotton khaki uniforms. In fact they all do for summer wear and in all the Southern cantonments the men are supplied with cotton khaki, not woolen khaki like the Canadian soldiers.

"The result has been that the United States Government, inasmuch as they have gone into the war very seriously, have in the cotton industry done exactly the same thing they have done with coal, railroads, express companies, steel companies, the automobile business and other large interests; they have taken charge of all, or nearly all, of the cotton production of the United States.

ONLY 20 PER CENT. SUPPLY FOR CIVILIAN NEEDS

"They first started several months ago by commandeering the entire output of the Cones Export & Commission Company, of Greensboro, S.C., the largest cotton mill in the world. This was not sufficient and they recently, about two weeks ago, commandeered 80 per cent. of all of the cotton mills of the United States of America. This leaves 20 per cent. of the normal supply of cotton for the civilian trade.

"Just how long this embargo will remain in force it is difficult to tell. The result has been that prices are really not an object. It is a question of getting goods at any price.

"*Furthermore, all of the Canadian mills are working on large contracts for the American Government and a large percentage of all of the denim produced in the Dominion of Canada is now going into uniforms, or to the United States to be made into uniforms.*

"One of the largest mills in Canada wrote me recently and as near as I can remember the following is what the letter said:

QUESTION NOT PRICE, BUT SUPPLY

"'It is not a question of the price of denims. As things stand to-day there is an absolute famine in denim and we feel very strongly that as soon as we are through with our present large contracts for the American Government, that we will have to discontinue making any more goods for them, as we are not supplying the trade with 50 per cent. of their requirements.

"'It is a great question to my mind whether or not the commandeering of the cotton mills in the United States is going to have the desired result. The United States Government feels that it is up to them to jump into the war and the sooner they get in with a sufficient number of men the sooner the war will be over. With this idea in view, as you know, no step is too drastic to take that will in any way assist in the winning of the war. Personally, I feel that it is very questionable whether the commandeering of cotton goods, as above, is going to have the desired result. *If it does not I am certain that they will take over the entire crop of raw cotton and control it, in which case Canada will be absolutely at the mercy of the United States, as we do not grow cotton in this country and no cotton is coming into this country from India because of the scarcity of shipping facilities.*'

"I feel that we are facing the most serious crisis the industry has ever known, but after all is said and done it is for a good end—the winning of the war, and we must win this at all expense, and regardless of how it affects us at home.

SOME HUGE UNITED STATES ORDERS

"I might add to give you an idea of the amount of goods that the United States Government is taking, that in overalls alone for their soldiers they have already placed requisitions for 28,000,000 garments. This does not refer to anything but overalls, and besides this there are shirts, cotton khaki uniforms, gauze, sheeting, tenting and a thousand and one other articles in which they use cotton.

"At the present time the American Government is threatening several of the large overall factories in Detroit with commandeering their entire plant, because they say they must have overalls for the new draft men that are being sent to the cantonments in such enormous numbers.

"Another point that I know of of interest is the fact that the United States Government placed one order for 80,000,000 yards of 2.40 weight denim in a special brown color. These figures are large. Think what effect they naturally have on the industry.

NO UNITED STATES DENIM FOR CANADA

"To-day we are unable to buy a yard of denim in the United States. The mills will not accept orders, and I have on file in this office not one but several letters from large mills in which they say they are

not in a position to accept or book any orders at any price until after January 1st next, and the Canadian mills are not much better off.

"I presume this letter will sound rather pessimistic, but I am trying to give you the facts as requested and as I see them, as I do not think the retailer or the wholesaler is in any sense of the word alive to the seriousness of the situation and what effect it may have on not only future orders but orders already placed.

"As a concrete instance of this I would point out to you that with one mill in the United States from whom we buy a fancy piece of material we had on order something like 125,000 yards of cloth. We received notice from them, without any warning whatever, that they could not deliver any of this cloth for an indefinite period of time. Their reason was that the United States Government had commandeered their mill. They stated in their letter that they appreciated their responsibility but that the United States Government was more powerful than they were and that they had received positive instructions that they could not fill any of their orders for several months to come, and the United States Government assumed all authority in taking this action."

MILITARY CAMP PUT THE "BUZ" IN BUSINESS

Drowsy Beamsville Rudely Roused by Cadets, Mechanics, and Workers on Gunnery Camp—Over One Thousand Men With Money to Spend Regularly Spend a Goodly Sum.

IN the days before the war the passing traveller in the big touring car might have gazed with languid interest at the big grey stone house at the edge of the village of Beamsville, but it is a fairly safe surmise that his interest wasn't very long lived, and that Beamsville itself did not linger very brightly in his memory. If he started from the Hamilton direction he would be through the town and pretty well out in the open fields again before he noted the grey stone mansion and the canning factory, and so probably he just made a mental note that there was another town passed, and let it go at that.

Beamsville was that sort of a place before the war. It didn't thrust itself on your attention in any way. It was just one of those towns found everywhere in Ontario, composed mainly of one long street without any very striking characteristics—not even a Carnegie Library. It was a good town right in the heart of the Niagara fruit belt, but when people from there wanted any little incident in their lives they went to Grimsy Beach three miles away on the lake; or if a more extensive line of excitement was required they took the trolley for Hamilton.

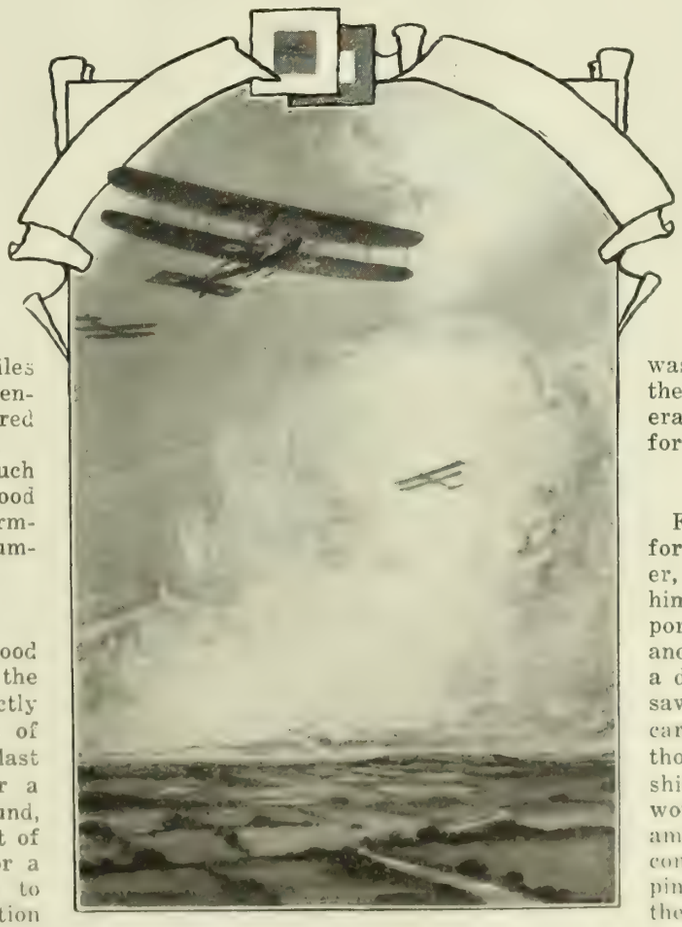
Beamsville did not generate much excitement of itself. It was a good steady going town, with a good farming trade about it, and a brisk Summer fruit business.

Gunnery School Established

The people of the neighborhood were comfortably well to do, and the merchants of the town were exactly like the people. That's the sort of place Beamsville was till about last Fall, when the authorities, after a good deal of peregrinating around, discovered that the fields just east of the village were just designed for a flying field; that the heights to the rear was an ideal location for hospital and mess buildings; and that there was Lake Ontario only a mile away—an ideal spot for gunnery practice, by reason of the fact that there isn't much of the "going down to the sea in ships" in vogue in this locality, and hence a very limited chance of damaging any of the goers.

These at least were some of the reasons why, when the decision had to be made as to where to locate the Aerial Gunnery School, the lot fell on Beamsville.

Now Beamsville might have lived and died as one of the prosperous little communities in the Niagara fruit belt without anyone being much the wiser; but when you make it the clearing house for all "Bird Men" of Canada—their last school of training before they leave for the great adventure overseas—you have made that name something that is liable to stick in the memory. That is Beamsville as it is to-day.



Then Work all Winter

Out east of the town the old grey stone mansion is the home of the Imperial Munitions Board, who have been working like beavers all Winter long to get this camp in shape. All Winter long there were crowds of working men leveling the ground for the runways, building great hangars for the multitude of machines that were later to call Beamsville home, and the wilderness of buildings to house the coming influx of the guardians and masters of these machines. Seven hundred men are a sizable number to locate in these days, and when the callwent out for carpenters and mechanics there was no thought of looking askance at the adaptable farmer who, as a general handy man, presented himself for a job.

Farmers Fatten Bank Roll

Fruit had been more or less sparse for the past few years, and the farmer, with idle Winter months ahead of him, was glad enough to seize the opportunity to turn out with his team and make a good honest seven dollars a day, or to purchase a hammer and saw and so transform himself into a carpenter. They are handy chaps those fruit farmers, and save for the shiny looks of their new hammers you would hardly have taken them for amateurs. It was a god-send for the community to have this work dropping down out of a clear sky to fill in the tedium of the Winter months, and

to fatten up a bank account that had developed a lean and hungry look during the past couple of years of short crops. It was a god-send, too, for the Imperial Munitions Board to find workers near at hand; so all Winter long these masquerading farmers and workers from outside—some seven hundred of them—worked away to make the Beamsville camp a thing in being.

Buyers Coming and Going

All this brought an unusual degree of prosperity to the town, starting long months before the camp had become anything but a wilderness of scantlings. Now with the Summer months has come the influx of men in uniform that has changed the entire character of the quiet little town. Everywhere overhead is heard the hum of racing wings. There are some fifty aeroplanes at the camp, and there is probably an average of twelve hundred men always in attendance on these machines. It is a community always in flux—cadets coming for their two or three weeks of final training, then off again to make room for others. But always there are a thousand or more men about, and where that condition prevails there is bound to be an active business.

One merchant of the town stated with reference to the Winter months that never in his business life had he seen so many $20 and $50 bills. With money in their pockets men spend lavishly.

Sell Many Uniforms

It is true that now the bulk of the cadets come for their finishing course to Beamsville, and that naturally means that for months past they have been at other camps, possibly in or around Toronto, and that their more pressing needs have been supplied. But, despite this fact, there is still good business to be found by the men's wear dealer in catering to the wants of these boys. Several Toronto tailors have opened up establishments in Beamsville, and, despite the fact that it would appear that every cadet and mechanic had already all the equipment that he actually needed, these have been able to do well. One firm under the management of a returned soldier has done a most substantial business in supplying extra uniforms.

Streets Crowded From 5 Till 9

But it is the little odds and ends that bulk up into very substantial proportions. Some few months ago the firm of Trevelyan Brothers sold out to Jewell & Ludlow, a Brantford firm, who moved in just about the time the first cadets began to arrive at the camp. They took over the stock of the retiring firm, lock, stock and barrel, and then proceeded to go after the business in sight. That was mainly military business, for the young chaps around Beamsville who weren't adorned in khaki were busily engaged in steering a harrow around the roots of the peach orchard, and had no particular need for furnishings. Though Main Street did not look particularly brisk at noonday, and though there seemed to be more men trotting the skies than tramping the pavements, the partners had confidence that things would be coming their way. And they did. Around about five o'clock the stream from the camp at the eastern end of the town began to filter down Main Street, till the quiet town

was alive with khaki-clad figures. From five till nine at night it is a constant stream of people, such as the good old town had never known before—a crowd of light-hearted boys with money in their pockets and an eagerness to get rid of some of it.

Mr. Jewell, in speaking to a representative of MEN'S WEAR REVIEW, stated that they had been surprised at the business that came their way. They expected a fair business, but they knew that these boys had been under selling influences for months past, and it seemed hardly possible that they could have any great needs unfilled. It didn't turn out that way, however. There were a thousand-and-one things cadets and mechanics required, from the prosaic pair of socks or handkerchiefs to the various insignia and adornments.

Carried Good Stock

Jewell & Ludlow have the only store in town devoted entirely to men's furnishings, and so naturally the boys in seach of something of the kind turned that way. They carried a heavy stock, so that the visiting cadet or mechanic felt that he was getting a city service, and was content to buy anything he might require without any mental reservation that he would leave some other requirement till some time he was in the city. Of course, with their Brantford store to draw from, and as a sort of anchor to leeward, they were able to do this where another store might have had to be content with smaller stocks.

Mr. Jewell states that they have made nothing that could be called an effort to catch this trade other than keeping an attractive store and a window that carries the strongest appeal to the military buyer. There is no need to drum up trade, because the boys naturally come to the store in crowds, that being the way they go everywhere. Three or four will drop into the store together, only one of them probably with any intention of buying; but it is an even chance that in that group of four there will be actually two or three purchasers. The store and its surroundings, the attractively displayed goods, and more than all the intoxicating example of someone else spending money, all are the best of business getters.

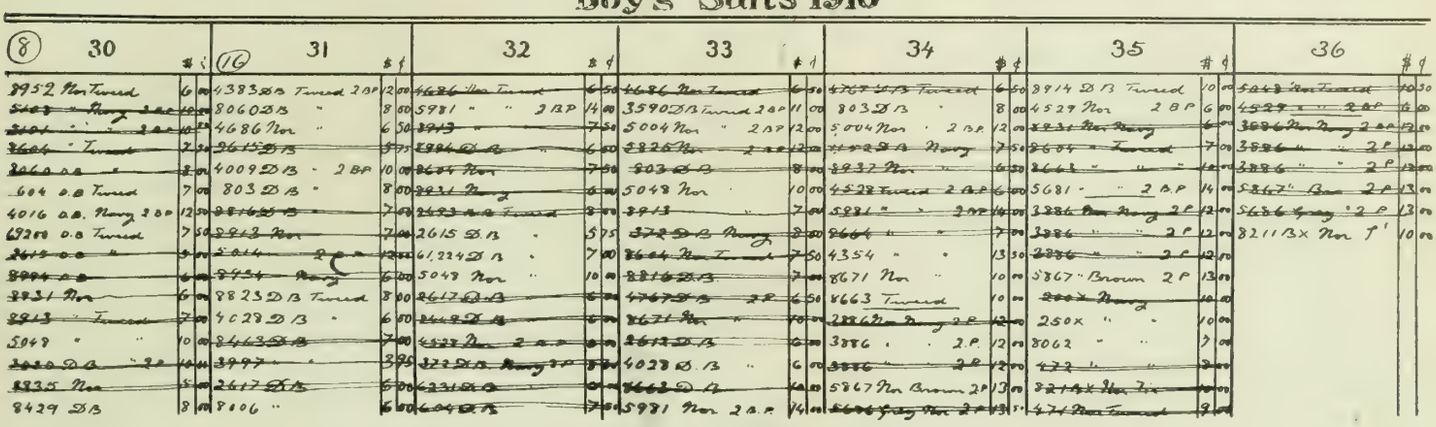
What of the Future?

With regard to their few months' business in Beamsville, Mr. Jewell states they are amply satisfied.

As to the future. Well, as regards to that no one seems to know. What is to be the future of many of these industries that have resulted from war conditions? At the best it is only possible to make a guess. But there is no particular reason to worry about the future till the present becomes a little more uncertain, and it is far from that in Beamsville. The camp has been put on a permanent basis, and that means that all the year round there will be cadets in training. It is even hinted that after the war the camp will be maintained as part of the regular military equipment of the country. That is in the future. But in the present the camp is a fact with its thousand or more inhabitants. Moreover, the building activities that through the Winter required the attention of some 700 men are, it is understood to be resumed, as it has become necessary to increase the equipment for men and machines, and to enlarge and perfect the gunnery equipment.

SIMPLE SYSTEM OF KEEPING CLOTHING STOCK

Baird & Riddell, Carleton Place, Have Method Which Requires Little Time and Gives Daily Knowledge of Stock in Each Size—Sample Stock Sheet Form



One Sheet from Baird and Riddell's Clothing Stock Keeping System.

GOOD, but too complicated.

Often that comment is made by merchants after reading of some plan for keeping track of stock. Here, however, is outlined a system which is simplicity itself; which any merchant can adopt—if the scheme fills his need—and which, best of all, has been tried and found adequate by such good merchants as Baird and Riddell of Carleton Place.

When clothing is taken into stock, the numbers, the style, the color, and the selling price, are entered on a sheet prepared for this purpose. The sheet is prepared with columns for each size, and the work of entering the goods is very light.

As the goods are sold the suit is marked off on the sheet from the counter check book. So, at the end of each day, there is a sheet showing the exact stock of each size of clothing.

At any time, therefore, if a salesman comes in, the manager can consult the sheet, see what stocks are low—what colors and styles—and if suitable models for sorting are available an order can immediately be placed.

Separate sheets, of course, are kept for men's clothing, boys' clothing, boys' overcoats and men's overcoats.

Simple in the extreme this, and effective. The specimen sheet from the 1916 boys' clothing list will make the plan quite clear.

"DON'T EXPORT DENIM CLOTH BUT DENIM UNIFORMS," SAY MANUFACTURERS

Want Cloth to be Delivered in Canada so That Profit Both on Cloth and Making up of Cloth Remains Here

ACTION is now under way which seems likely to result in Canadian overall manufacturers making a quantity of fatigue uniforms for the U. S. troops.

If arrangements are made, it will result in valuable service being rendered the American Purchasing Board, and will result in exportations from Canada to the States which the Canadian Government desires so much at present to the end of rectifiying the balance of trade. The cloth from which the fatigue uniforms would have to be made is at present being sent from Canada to the U. S. The present proposal is merely to have this sent from the cloth makers in Canada to cutters up in Canada, where it will be made into the finished garment, then it would be sent across the line. This would mean, of course, that the two profits would stay in Canada, namely, the manufacturer's profit on the cloth, and the manufacturing profit on the garment; it would mean that the trade balance would be rectified by the higher value of the finished product rather than the cloth value only.

The National Garment Makers' Association of Chicago sent word to the Canadian overall manufacturers to the end of learning what in the way of fatigue uniforms they would be able to make for the U. S. In view of that, the Canadian overall men are taking up the matter with the converters who are now delivering cloth to the U. S. to be used for just such uniforms. If this cloth can be diverted to the Canadian manufacturers, they will be able to find the machines and help to make this up as desired by the U. S. army authorities. At the time of writing, definite word as to what has been decided has not come to hand, but the belief among the manufacturers is that the necessary arrangements can be made and that these uniforms for Uncle Sam will very shortly be turned out in Canada in greater numbers than at present. As it is some Ontario and Quebec manufacturing concerns are producing these uniforms. The getting of the denim is a great difficulty with them, however.

BACK TO SERVICE

P. BARTLETT, formerly of McDonald Bros., Sarnia, and who has been manager of the furnishings department of R. H. & J. Dowler, Limited, St. Thomas, will return to Sarnia next week and will be located there permanently with R. H. & J. Dowler, successors to McDonald Brothers.

COLLARS AT REAR DRAW CUSTOMERS BACK

This Novel Arrangement Adopted in Parker & Son's Winnipeg Store to Cause Customers to See More of the Store Stock— Some Effective Interior Novelties

KEEP your business bringing lines to the fore," has been given as sound advice for a good many years; and now along come Parker & Son, of 332 Portage Avenue, Winnipeg, who are putting such a wonderful business-bringing line as collars at the back of their store—their fine new store—and contend this is the part of wisdom.

A pretty fair case is made out for this action, too, but right here it ought to be stated that the store windows, which after all are the great reflector of what is inside, give all due attention to collars.

No Harm Results

One of the big ideas in merchandising, say those interested in this business, is not only to get people into the store, but to get them to move around in the store—to see everything, or as nearly everything as is possible, which is to be had there. So, if a man who comes in to make one purchase can be led to the back of the store, the probability of his realizing the need for some other line is very great. Now it is felt that more men, perhaps, come into a store to purchase a collar than come in for any other single purpose. These men are quite willing to walk to the end of the store to look over the collars. Probably they never think of this being a rather unusual place for this stock, and in walking back they do, as has been said, see other things.

ALLAN T. SPARKES

Manager of Parker and Son, Winnipeg.

How Danger is Offset

There is, of course, another side to this matter—many people undoubtedly come into the store for other lines, and while there, seeing some new collars, decide that they need one or two of these. That, however, has been borne in mind by Parker & Son, who have a small but conspicuous show case of collars well to the front of the store.

There will be a question in the minds of a number of merchants as to whether these Winnipeg merchants are right in their placing of the collar department. It is a point worth thinking over, however.

Show Window Inside

The accompanying illustrations will give a very fair idea of the general layout of this new store. One point is not made clear, however; this is a small show window which has been made of the wardrobe end, just at the stairway leading to the boys' department in the basement. In this small show window displays are always to be seen, and very frequently men see something in these which just seems to suit the fancy—it stimulates them to ask for a certain line. The idea is unique and draws attention

continued on page 34.

The Men's Department of Parker and Son, Winnipeg. In Accompanying Article Mention is Made of Show Window Near Stairs to Basement. Unfortunately the Illustration Does not Reveal This.

Boys' Lines Everywhere. The Young Fellow's Needs, and his only, are provided for in This Basement Department of Parker & Son, Winnipeg.

DISTRACTIONS REDUCED, SALES INCREASED

In Basement Boys' Department Fewer Interruptions Mean Fewer Mothers Decide to "Think It Over."

LIBBY'S, of Kingston, devote their second storey to boys' clothing. This is the case with Claman's Ltd. of Vancouver. Now comes a store, Parker & Son, 332 Portage Ave., Winnipeg, which has decided also to keep its boys' department entirely separate from the men's, but which gives not the second storey, but the basement to this line. In the eyes of the firm there are some advantages from this system, and for the consideration of that large number of men's wear merchants who are particularly interested in the boys' department at the present time the points in favor are here given.

Move Nearer the Centre

In a recent great fire in Winnipeg, Parker and Son was one of the firms burned out. When the question of re-establishment was considered it was decided to move further down towards the corner of Portage and Main street—the great centre in Winnipeg since away back in 1872, when two Indian trails crossed here. So space was taken in the splendid Curry block, and when this space was taken it was immediately determined to branch out into the boys' field. Mr. Parker and his manager feel that this is a field which has tremendous possibilities. They state that there is a crying need for a splendid boys' store, as outside of the department stores there were very few devoting much attention to this line. Many mothers and boys, they add, do not like to go to the department store, where they buy in public as it were, and where they are subject to the jostling of the crowd.

So it was determined to establish a boys' department, and after careful consideration the decision was made to have this in the basement—entirely separate from the men's department.

Few Distractions Now

The basement is splendidly lighted and ventilated, and quite suited for the purpose. It has, the members of this firm state, a great advantage over the ground floor for boys' business. There is nothing to draw attention away from the goods. No passing band distracts the boy. If the mother is along, and very frequently she is along, there is nothing to take her mind off the purchase in view. An exceedingly important point this, for as Mr. Parker says, it is surprising what a little thing will spoil a sale of boys' clothing. A clerk will practically have the sale closed when some new person will come into the store and on the spur of the moment the mother will decide that she will "think the matter over" and the sale is lost—at least for the time being.

In the basement these distractions are reduced to a minimum. Everywhere the boy or mother looks boys' and juveniles' clothes and accessories are to be seen. The fashion plates are all of boys' clothing. Everything focuses on that one feature.

Everything Suggests Boys' Clothes

The store has been carefully prepared for its purpose. In the boys' department there are comfortable chairs for ladies

and tables on which goods are displayed. The clothing is carried in wardrobes, and here and there small stands are used for displaying goods such as boys' neckwear. They are not regular stands made use of for this purpose, but are especially adapted to exhibit boys' lines, being properly adjusted as to height.

COLLARS AT REAR DRAW CUSTOMERS BACK

(Continued from page 32.)

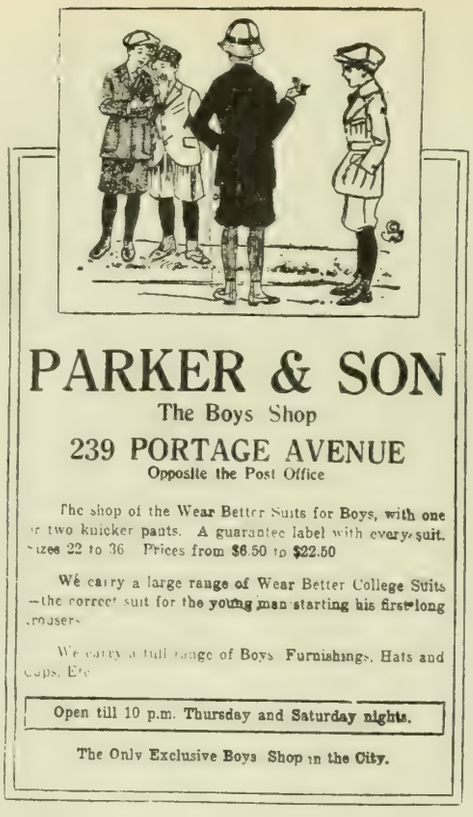
quickly. Then the goods which are on display speak for themselves.

Furnishings are carried in uniform green bound boxes, which occupy practically the whole of the left-hand front. The goods are displayed in show cases as well.

Mirrors Prevent Sombreness

Any tendency towards sombreness through the wide use of the green stock boxes is offset by a scheme of dividing these into sections by a large mirror and by a wall show case the same size as the mirror. In the case of the mirror, double service is secured by having this swing forward, disclosing a cupboard, in which are fixtures for carrying tickets, whisks, etc.

On the other side of the store are the shirts and hats—the hats to the fore—carried in open shelves. Beneath these shelves, in drawers, are the caps. The shirts are shown in wall cabinets, with sliding glass doors, which keep the stock absolutely clean.


PARKER & SON
The Boys Shop
239 PORTAGE AVENUE
Opposite the Post Office
The shop of the Wear Better Suits for Boys, with one or two knicker pants. A guarantee label with every suit. Sizes 22 to 36 Prices from $6.50 to $22.50
We carry a large range of Wear Better College Suits —the correct suit for the young man starting his first long trousers
We carry a full range of Boys Furnishings, Hats and Caps, Etc
Open till 10 p.m. Thursday and Saturday nights.
The Only Exclusive Boys Shop in the City.

One of the boys' ads. which are drawing trade to the store.

As the illustrations will show, the store is compact, convenient, effective. The business being done is reported as being entirely satisfactory.

TAKING CASH DISCOUNT YIELDS $480 PROFIT

H. S. Pollock, of Regina, Makes Nice Addition to His Balance Sheet by Accepting All Discounts—His Change From Tailoring to General Men's Wear Business Has Proved Profitable.

DURING the past year H. S. Pollock, men's wear dealer, Regina, Sask., saved $480 by taking his discounts regularly.

In other words, he made that much more money than if he had adopted the happy-go-lucky plan of paying his accounts when he "got ready."

"A dealer came into the store not long ago," said Mr. Pollock to a MEN'S WEAR REVIEW representative, in referring to his system, "and among other things we talked about the question of discounts.

"'I never bother with the discount,' he told me; 'anyway, what is 2 per cent.?'

"'Two per cent., thirty days,' I said, 'is 24 per cent. a year. I don't know of any better way of making 24 per cent. than by taking my discounts.'

"That put a new light on the matter so far as my friend was concerned. He had been in business a good many years and wondered why he hadn't thought of the point before."

Four hundred and eighty dollars is indeed a sum worth thinking about twice.

First a Merchant Tailor

Mr. Pollock came out West a good many years ago. Being a merchant tailor, he started in that business first, but through sickness in his family and hard work, which eventually resulted in a serious illness, he found himself on coming out of the hospital with some $2.50 in his pocket and a heavy indebtedness running well up into the hundreds.

It is not the spirit of the West to drop out of the race in cases like this. It wouldn't be the West if men "fall down" when a streak of hard luck blows in.

So in 1911 Mr. Pollock was nicely established in the clothing business. Business gradually developed, and in 1914 the decision to extend and include furnishings was made. On July 1, 1914, he opened his present business.

Another Hard Fight Starts

1914! Who will ever forget it?

On August 1 the world war flamed up, and that meant still another uphill struggle.

To-day the Pollock store will readily attract the passer-by. When one steps inside he is sure to at least say to himself, "Here is a bright, attractive store with a carefully selected stock." The entrance, which was recently remodelled, is of the V-shaped variety. One of the inside features is the tie display fixture. There is a break in one of the side walls, between the wall cases, where the tie fixture is located. A mirror runs across the top with fancy shades over the lights. There are a few ties and shirts nobbily arranged about the stand. Below are drawers in the fixture where the ties are kept. When showing them, the drawer is pulled out. Another row of drawers contains silk shirts.

Use Decorative Ecects

Decorative artificial flowers are freely used about the unit displays throughout the store.

Mr. Pollock's business consists chiefly of three distinct parts—made-up suits, furnishings and ready-made clothing. He caters principally to his regular customers, so is little affected by the decline at any time in transient business.

V. de V. DOWKER IS MANAGING DIRECTOR

V. de V. DOWKER, late managing director of the Crescent Mfg. Co., manufacturers of shirts, neckwear, etc., Montreal will, his friends will be interested to hear, assume the duties of managing director of the Van Allen Company Limited, Hamilton, Ont. As already announced it is intended to continue the manufacture of Crescent shirts and neckwear at Hamilton, so that merchants will be able to get these goods just the same as heretofore. Mr. Dowker will have charge of the buying, selling and general policy of the business as before with headquarters in Montreal, where a line of samples will be carried.

KEEPING CLERKS—THE GOLDEN RULE METHOD

Baker & Robbins, of Calgary, Make the Store a Pleasant and Profitable Place to Work in—The Result Has Been a Steadily Growing Business and Steadily Growing Number of Satisfied Customers.

Salesmen behind the counter in the Baker & Robbins' men's wear store, 129 8th Avenue West, Calgary, Alta., are able to purchase goods in that store at 10 per cent. above laid down cost. Each salesman receives two weeks' holidays during the year, with full pay. Each has Wednesday afternoon off.

Nothing is deducted from the salary of salesmen through sickness.

A handsome and time-saving cash register—one of the best Baker & Robbins could purchase—stands in the store to assist the salesmen in giving rapid service to buyers.

* * *

ONE of the biggest problems in the retail business to-day is that of holding the sales staff. This is true in other lines of retail endeavor besides men's wear. A representative of MEN'S WEAR REVIEW found it to be a most absorbing problem while on a recent trip to Western Canada.

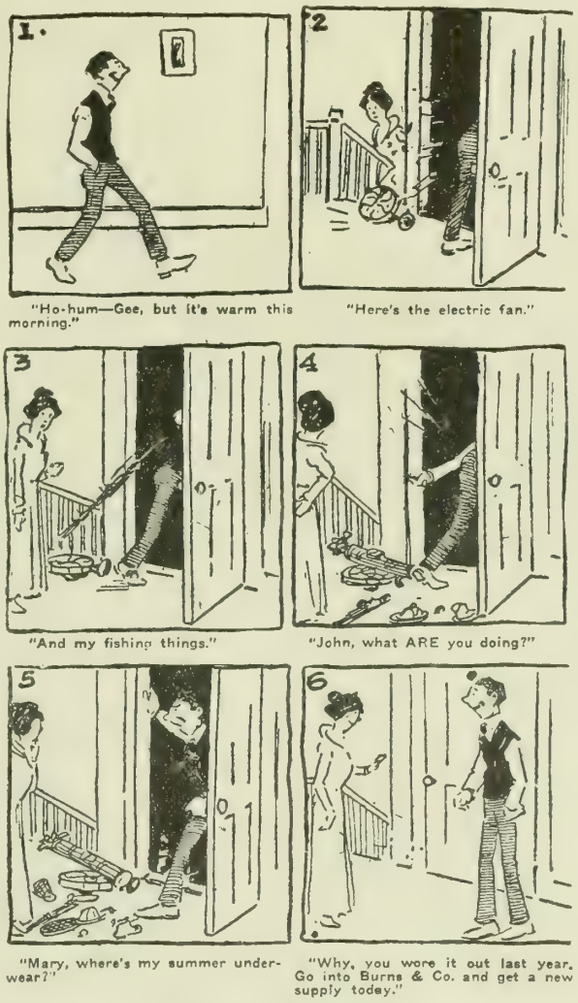
J. M. Baker, in discussing the point, stated to the REVIEW that fair treatment to employees was one of the important reasons why they were able to retain their sales staff and to give an extra good service to customers purchasing from the store.

Value of a Long-Service Clerk

"A salesman who is here to-day and gone to-morrow never becomes familiar with the selling points of your goods," he said. "But where a salesman has been with a firm for a number of years he can always talk familiarly and intelligently about the goods in stock, knows the likes and dislikes of regular customers, and is thus in a position to give his employers an above-the-average service."

The Baker & Robbins store give, as stated above, their salesmen the privilege of buying goods from them at 10 per cent. above the laid down cost. This they maintain is one important way towards getting and retaining the goodwill of their salesmen.

They began a couple of years ago with three salesmen, and now they have eight. Each has two weeks' holidays during the Summer and pay goes on just the same. All have Wednesday afternoon off for recreation purposes. Nothing is deducted from the pay envelope in case of sickness, which the firm claim is a very important factor towards retaining their good-will and loyalty.


1.
"Ho-hum—Gee, but it's warm this morning."
2
"Here's the electric fan."
3
"And my fishing things."
4
"John, what ARE you doing?"
5
"Mary, where's my summer underwear?"
6
"Why, you wore it out last year. Go into Burns & Co. and get a new supply today."

Athletic Union Suits

$1.00 Upwards

Best stock of fine underwear in the city.

FIT-REFORM

Burns & Co

291 Portage Ave.

Cash Register Helps in Quick Service

From standpoint of selling goods and giving the customers service the salesmen are urged, of course, to use their best selling ability. The store motto is "Value and Service." When value is backed up by an efficient service it means repeat business. The clerks are courteous in their attention to customers and attention is always prompt. This is one reason why Baker & Robbins installed their modern cash register. They maintain that men do not like to have to wait for change two or three minutes, as is often the case in the large department stores. The cash register supplies the change in a moment, thus cutting short

(Continued on page 42.)

SURE TO WIN ATTENTION

This scheme — not altogether new, yet always appealing—is made good use of by Burns & Co., of Winnipeg.

It is not always possible to trace the results of such advertisements, they can hardly fail to come however.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av. TORONTO-CAN.

VOL. 8. JULY, 1918 No. 7

EDITORIAL NOTES

SIR GEORGE FOSTER says we should make our old suits last three years at least. Sir George might have made his old title do a little longer. Still, economy, like so many other things, is something intended for the other fellow.

THE SUBMARINE AND STOCKS

MORE than once in this issue mention is made of losses sustained by Canadian importers as a result of the activity of submarines.

There is a danger that a wrong impression may be given by the frequency of these notices—that readers may judge the submarine has of late been more successful than for some time. An analysis of the situation, however, hardly sustains that viewpoint. The losses have been normal as far as ships are concerned, but as far as the men's wear trade is concerned they have been abnormal.

This is understandable, for May and June are months when regularly large shipments come to Canada. Cloth is being delivered to the manufacturing tailors then. Straw hats are being delivered, silk is coming through to neckwear manufacturers, and so it goes.

During these months a large part of the cargo on many boats is made up of lines sold through the men's wear store. As a result the sinking of one boat will mean a very large loss. A tremendous amount of silk neckwear, for instance, could be put in hold space ten feet square. With the new system of packing hats a good many thousand dollars' worth of these could be put in very limited space—so it is with cloth, and so it is that one sunk ship means loss, and heavy loss, to very many Canadian importers.

No, the submarine has not been more successful of late than in past months, probably very much less so—yet the problems of the men's wear trade have been rendered more difficult by reason of the submarine activity.

WHY THE UNFAVORABLE U.S. BALANCE?

"WHY, Oh Why," we hear the query, "is the balance of trade so much against Canada at a time when business conditions have been good in Canada?"

It is a question which naturally rises, but the answer is very easily given, and will make clear the need for great activity to bring about a betterment in the balance of trade.

Canada is in the position of a manufacturer who has two big customers, and who is buying goods from one for cash, and selling goods to another on credit. Canada is buying from the United States more than she is selling to the United States. She is paying cash to the United States for her excess of purchases over sales.

Canada is buying from England much less than she is selling to England. She is not paying cash for what she buys from England, but neither is she receiving cash for what she sells to England.

Ordinarily, a part of the cash which Canada would get for the goods sold to England, in excess of those bought from England, would be paid to New York, to settle for the goods which Canada has bought in the United States in excess of goods which she has sold to the United States. At the present time, however, when England has so many burdens of her own and of her Allies, Canada is undertaking to finance English purchasing in Canada. It is the only basis on which British purchases can be made in Canada.

That is the sum and substance of our present position. The Dominion of Canada is in a stronger financial position than ever before. Over night, as it were, Canada has grown from a borrowing nation to a creditor nation. Her unfavorable balance of trade with the United States is merely a state resulting from the war, but it is a very real condition, and must be ameliorated in every possible way.

CENSUS OF MILLS SEEMS NECESSARY

NOW is observed the spectacle of the Canadian Government, like some merchant of poor reputation, or no connection, calling for goods and receiving few offers.

It is a case, apparently, where no particular blame falls upon either the Government who wants the goods or the manufacturers who momentarily find themselves unable to supply the goods. It does seem to indicate, however, that a change in the system of calling for tenders might well be made by the Government in order that the necessary goods can be secured with the least possible upsetting of general industrial conditions.

What is meant can perhaps be made clear by taking the one case of knit goods. As stated elsewhere in this issue of MEN'S WEAR REVIEW, tenders are now being called for a comparatively small number of drawers and shirts, and many manufacturers are unable to quote. The tenders call for goods of the same style as the sealed sample. Now, practically no two knit goods houses in Canada make the same style of underwear—different makes of machines even result in slightly different styles

The big thing which the Government wants, however, is underwear suitable for the soldiers, and whether it is identical or not, really does not particularly matter.

It does seem that before the end of the year the Government might well take a census of the various mills—see what each can take—then, when the need for certain classes of underwear arises, it would be easy to decide that these could be secured from certain mills, and the order could be spread around. If necessary a certain part of each mill could be requisitioned for the Government work.

But, with conditions as they are at the present, all red tape in calling for underwear and other lines should be done away with. Flat rib or spring rib does not particularly matter. A slight difference in the weight will not lose the war. It is not essential, after all, for the comfort of the soldier that each suit of underwear should be identical.

Underwear is not like a shell. It can not be measured by a gauge. What is wanted is the best obtainable for the service, and through some such census this could be secured—could be secured without the mills being so overturned that the necessary business of producing for the retail trade—yes and of producing for the export trade too—could not be continued.

THE BACK TO THE CITY MOVEMENT

MANUFACTURERS of many lines are experiencing difficulty in securing the necessary production by reason of scarcity of help. On top of the ordinary domestic orders, the Canadian and United States governments are urging production for their needs. It is a situation which is causing the manufacturer a great deal of worry and unfortunately relief does not seem in sight.

Labor is not as mobile as one could wish. Sometimes a manufacturer will take the old attitude of the prophet and say, "If the mountain will not come to Mohammed, Mohammed will go to the mountain." He will put a branch plant in some locality where help is plentiful. Branch plants, however, are not operated without a good deal of extra trouble, and sometimes this extra trouble more than offsets the benefit of the extra labor secured.

There is this cheering feature at the present time; with the Fall, when the farm work is quieting down, there will come back to the manufacturer many laborers who have gone out to work on the land, also girls who responded to the call for Farmerettes. This "Back to the City" movement, in the Fall, will to a considerable extent ease up conditions and make possible a big increase in the year's production.

WHAT THE PRESS RECEIVED FOR ADVERTISING THE VICTORY LOAN

Various estimates have been made as to the amount the press received from the Government in connection with the press publicity for the Victory Loan, but the actual figures paid were clearly set forth in audited statements submitted to the Annual Meeting of Canadian Press Association, Inc., held in Toronto on June 13 and 14.

The total amount paid by the Government for advertising space was $165,419.81, which was distributed among 1,400 newspapers and other publications. Approximately $5,000 was spent in the preparation and distribution to the press of a large number of special articles, illustrations, cartoons, etc., which were inserted in the press without charge. The setting of type and making of duplicate plates of the advertisements for the various publications used and the fees paid to the five co-operating advertising agencies for their services cost in the neighborhood of $37,000, making the total expenditure $208,166.09.

As the total cost of floating the loan was approximately $5,000,000, the Government's expenditure on press publicity represents less than five per cent. of the total expenditure. It is interesting to note also that the press publicity cost only one-twentieth of one per cent. of the total amount subscribed to the loan.

The press publicity for the loan was handled by Canadian Press Association, Inc., and the officers of the Association and its individual members co-operated splendidly in making the campaign a success. During three months last fall most of the time of the president, Mr. J. H. Woods, Calgary "Herald," and the office staff, was devoted to the press publicity campaign, and for several weeks the committee of publishers in charge were in almost continuous session. The individual members, on the other hand, contributed, without charge, space in their newspapers and other publications which, if calculated at their regular commercial rates, would run up to more than the total amount paid for the advertising space.

Neither Canadian Press Association, Inc., as such, nor any of its officers or committees, received any remuneration for their services in connection with the loan, those services being given voluntarily and in the spirit of national service.

AN UNFORTUNATE APPOINTMENT

Professor Goodwin, speaking at the annual meeting of the Canadian Manufacturers' Association, quoted from a Canadian technical paper to prove some interesting information he was presenting to the Association, and said: "The fact that we now have a technical paper devoted to the chemical industry in Canada is a most encouraging factor in the development of this most important feature of Canadian life."

Yet, M. E. Nichols, for whom Hon. Wesley Rowell says he hand-picked Canada to fill the $6,000 job of Director of Public Information, after careful investigation says that technical papers are of no value, and that they should not be admitted to the Canadian newspaper mails. A man who made such a gigantic failure of his own newspaper property is hardly an authority on Public Information, much less on Technical Information. Any man who can supply the public with general, special or technical news, such as they want, can make a success. Mr. Nichols failed to give the people of Montreal what they wanted in the way of news. He squandered over $500.000 of friends' money in trying to establish *The Mail* in opposition to *The Gazette*, but the latter came out of the fight stronger and more reputable than ever.

MORE FLAX FOR LINEN

THE Flax Control Board and the British Board of Agriculture have appointed a committee to assist in carrying out extended measures of flax production. In view of the enormous demand for fibre for the manufacture of aeroplane wings and for other military requirements, the Government has decided to make great efforts to get 10,000 acres of this crop sown during the coming Spring. Flax grown for the Government is to be regarded by war agricultural committees as being on a level with cereals.

Clean Out and Clean Up

More heat coming; more outdoor sports with consequent perspiration; more need therefore, on the part of active men, for more Summer underwear.

A good display, such as the one illustrated, will lead many customers to feel their need—to buy another suit or two. Such a display will help you clean up your stock, and that of course means clean up a profit.

Even with goods rising in price steadily there is no real profit made until goods for which money has been paid are sold at an advance, and the money received.

MORE FINE YARNS FOR CANADA

Advice From Canadian Wool Commission Makes it Seem Certain Supply Will be Improved —This Should Make Goods More Plentiful in 1919

LATEST information seems to indicate that Canadian manufacturers of knit goods are to receive wool, tops, and yarns, somewhat more freely during the next six months Unfortunately even if this proves the case, it can hardly mean an improvement in deliveries from the manufacturer before 1919. Still, the trade will get supplies fairly satisfactorily up to that time, and a larger amount of wool to be made into goods for 1919 delivery will not only mean much to the retail trade, but much to the country as a whole—which of course means indirectly to the retail trade again—by reason of enabling manufacturers to do some exporting which will increase the good standing which Canada has at the present time, and slightly offset the unfavorable balance of trade, which, by reason of the old method of settlement being interfered with on account of the war, exists against Canada in spite of the Dominion's very strong financial position.

What makes it seem very probable that the Canadian manufacturers are to receive more wool is a communication which has just been sent the various knit-goods manufacturers from the Canadian Wool Commission. One of the opening sentences of this communication will give the thought: "The woollen and worsted industries in the United Kingdom are rationed for wool tops and yarn, in periods of four months. In each period a certain quantity of yarn will be reserved for Canada. Applicants made on accompanying form, and approved by the Canada Wool Commission, will, **unless in very exceptional circumstances,** form part of the quantity reserved for Canada."

That phrase—"Unless in very exceptional circumstances," is the peculiarly hopeful note in this terse business message. It seems to indicate that the Canadian Wool Commission knows where it will be able to get the supply which it can foresee will be requisitioned by the Canadian knit-goods houses.

It seems to indicate that the Wool Commission feels that, if it can prevent any speculation in wool, and restrict orders to the quantities actually needed to fill demand for goods, it will be able to supply everything.

The "accompanying form," to which the commission refers in its communication to knit-goods manufacturers, provides for requisitioning in a very definite way. It seems an exceedingly complicated method of asking for goods, but this is undoubtedly a case where "the longest way around is the shortest way home." Certainly this notification from the Canadian Wool Commission offers no hope of the knit-goods houses getting more adequate supplies of wool than for a long time.

The procedure which will have to be followed, according to instructions of the Canadian Wool Commission, is something as follows:

The knit goods manufacturer sends orders for yarn which he needs to the Canadian agent of some English mill. The agent takes the order to the Canadian Wool Commission. The commission sends the order to the British Wool Commission. The British Wool Commission gives it to the spinner, whose agent originally received the order in Toronto, and the spinner advises the Canadian manufacturer, or its own agent in Canada, if he will be able to accept the order. If the order is accepted, the Canadian manufacturer makes out one of the application forms supplied by the wool commission and sends this form to the wool commission in Toronto, along with three copies. The Canadian Wool Commission then send the order back to the British Wool Commission, when the British Wool Commission will ration the amount of wool to be used in making the yarns which are required, and will send these to the spinner.

This all applies for the period of four months, commencing August 1, and ending Nov. 30. There seems reason to believe, however, that the proceeding will be extended after Nov. 30th.

Of course, if the spinner has accepted the order and has received the wool necessary to make up the yarn, he may deliver these yarns to Canada even at a later date than Nov. 30th, should the period of issuing wool not be extended after that date.

As has been said this evidence that the British Wool Commission will ration wool to spinners who have accepted orders for delivering yarn to Canadian manufacturers makes it seem probable that the Canadian manufacturer will be able to supply more underwear during 1919. There are some classes of yarn which are being made in Canada. These will be still made here, but the new regulation will render it impossible for manufacturers to get some of the finer yarns which have not been made in Canada. It will therefore make it possible for the makers to turn out their very highest class of goods, although, as has been said, the improvement will not be noticed during the present calendar year.

UNCLE SAM AFTER CANADIAN KNIT GOODS

Canadian Government Inquiring What Manufacturers Can Export —Little Available For Sending Across the Line in 1918 But Mills Will be Able to Fill Orders For 1919

IT becomes more and more apparent that the number of United States orders of woollen lines which will be placed in Canada will depend on nothing except the ability of Canadian manufacturers to accept and fill these orders.

As MEN'S WEAR REVIEW goes to press, a communication has come to some of the Canadian knit goods manufacturers—and is doubtless on the way to other knit goods manufacturers—from the Canadian Government, asking the manufacturer to advise what he can give for export to the U. S. for the six months from July 1st, on, asking also what the manufacturers can give for exporting to the U. S. during 1919.

Hopeful for 1919

From what can be learned, at the moment, it seems very doubtful if Canadian manufacturers will be able to promise delivery of much to the U. S. for the last six months of this year. Some manufacturers have already secured orders from the U. S. and are hard at work upon these, some are keeping their plants almost continuously employed in order to turn out these U. S. orders, and at the same time keep up with the demand from Canada. There is a likelihood, however, if as is hoped the yarn supply improves, that Canadian manufacturers will be able to send very fair quantities to the States in 1918.

Labor a Big Problem

The great scarcity of help will be one handicap in the way of such exporting. With the farm work over, however, there will be a return of labor to the city, which will work some betterment.

The exportation of knit goods to the U. S. of course is especially desired, both immediately and for the early months of next year, not only to provide our Allies with what they require, but to assist in rectifying the balance of trade which is at the present time so much against the Canadian dollar.

AVIATORS WANT GOLF STOCKINGS

GOLF stockings are in greater demand than ever, according to the Ely Store. The adoption of these by aviators has created a demand much greater than heretofore.

Caswell's, Ltd., men's furnishings, Saskatoon, Sask., has been incorporated.

WHERE WEEKLY HALF HOLIDAYS ARE HELD

Days on Which Stores Are Closed in Various Centres of the Different Provinces of the Dominion, Also Some Information as to the Evening Closing of These Stores— A List Collected for the Benefit of Travelers,

WITH a view to eliminating waste effort on the part of travelers in calling at towns on days when the stores are closed, a waste that can be ill afforded in these days of short staffs and limited train service, MEN'S WEAR REVIEW is publishing herewith a list of towns where half holidays are in force, and also the evenings on which the stores of the place are closed.

The list at present is as follows:

BRITISH COLUMBIA

CRANBROOK—Wednesday afternoon, from 12 noon.
FERNIE—Wednesday at 1 o'clock, all year round.
KELOWNA—Thursday afternoon, from 12 noon.
NELSON—Wednesday afternoon, from 1 p.m.
REVELSTOKE—Wednesday afternoon, from 1 p.m.
VERNON—Thursday afternoon, from 12 noon.

ALBERTA

CALGARY—Wednesday afternoon, at 1 p.m.
LETHBRIDGE—Wednesday afternoon, at 1 p.m.
MEDICINE HAT—Wednesday afternoon, at 1 p.m.

SASKATCHEWAN

BATTLEFORD—Thursday afternoon, from 12 noon.
HUMBOLDT—Close Wednesday afternoon, June, July and August.
MOOSE JAW—Close at noon Wednesday, June, July and August.
PORTAGE LA PRAIRIE—No half holiday. Close at 6 p.m., except Saturday.
MAPLE CREEK—No half holiday.
MELVILLE—Close at 1 o'clock, June, July and August.
REGINA—Wednesday afternoon.
SWIFT CURRENT—No half holiday.

MANITOBA

BRANDON—Thursday afternoon, from 12.30 p.m., during July and August.
DELORAINE—Friday afternoon.
NEEPAWA—Close Wednesday afternoon, May 29 to August 21.
SOURIS—Thursday afternoon, during June, July and August.

ONTARIO

A

ALEXANDRIA—No half holiday. Evening closing at 6.30 p.m., on Monday, Wednesday and Friday, during June, July and August.
AMHERSTBURG—Thursday afternoon, 12.30 p.m.
ARNPRIOR—No half holiday.
ATHER—Wednesday afternoon, from 12 noon, during June, July and August.
AURORA—Wednesday afternoon, from 12 noon, during June, July and August.
ALMONTE—No half holiday.

B

BLENHEIM—Wednesday afternoon, from 12 noon.
BOBCAYGEON—No half holiday; close 7 p.m. in evenings on Monday, Wednesday and Friday.
BRANTFORD—No half holiday.
BRAMPTON—No half holiday.
BETHANY—No half holiday.
BURKS FALLS—Thursday afternoon.
BELLEVILLE—Wednesday, 12 noon.
BALA—No half holiday.
BARRIE—Wednesday afternoon, from 1 p.m., during July and August.

C

CHAPLEAU—Wednesday, at 1 p.m.
COPPERCLIFF—Wednesday afternoon, during June, July and August.
CAMPBELLFORD—Friday afternoon, at 12.30 p.m.
COBOURG—Wednesday afternoon, at 12.30 p.m.
CANNINGTON—Wednesday afternoon, at 12 noon, from June to August.
CLINTON—Wednesday afternoon, at 1 p.m.
CAMPBELLVILLE—Wednesday afternoon, at 12.30 p.m.
CAMPBELLFORD—Friday afternoon, at 12.30 p.m.
CHATHAM—Thursday afternoon, at 12.30 p.m., until September 15.
CORNWALL—No half holiday. Evening closing at 7 p.m.
COLLINGWOOD—No half holiday.
COCHRANE—No half holiday.
COBALT—No half holiday.
CARLETON PLACE—No half holiday.

D

DESERONTO—Wednesday afternoon, from 12 noon.
DRYDEN—Thursday afternoon, May, June, July, August and September.
DRESDEN—No holiday.
DUNNVILLE—Wednesday afternoon, at 1 p.m., from May to August.
DRAYTON—Thursday afternoon.
DUTTON—Wednesday afternoon, from 12 noon.

E

ENGLEHART—No holiday.
ELMIRA—No holiday.
ELORA—Wednesday afternoon, at 12 noon.
EXETER—Wednesday afternoon during July and August.

F

FENELON FALLS—Wednesday afternoon, from May to September.
FLESHERTON—No holiday.
FINCH—No half holiday.
FORT WILLIAM—Wednesday afternoon, at 12.30 p.m.

G

GUELPH—Wednesday afternoon, June, July and August.
GALT—Wednesday afternoon, at 12.30.
GEORGETOWN—Thursday, at 1 p.m., from May to August.
GRIMSBY—No holiday.
GANANOQUE—Wednesday afternoon, at 12 noon.

H

HAMILTON—Half holiday not general. Some outlying stores close at 1 p.m. on Wednesdays. Most stores open until 9 p.m. Department stores close at 6 p.m., except during July and August, at 5 p.m.
HENSALL—No half holiday.
HESPELER—Wednesday afternoon, at 1 p.m.
HAGERSVILLE—Thursday at 12 noon, from June to September.
HUNTSVILLE—Thursday afternoon, at 1 p.m.
HAWKESBURY—No half holiday.
HAILEYBURY—No half holiday.

I

INGERSOLL—Wednesday afternoon, at 12.30 p.m.

J

JARVIS—Thursday afternoon, from 12 noon.

K

KINCARDINE—Thursday afternoon at 1 p.m. Evening closing at 6.30 p.m.
KITCHENER—Wednesday afternoon, at 12.30 p.m., June to August.
KENORA—Wednesday afternoon, June, July and August.
KINGSTON—No half holiday.
KENNE—No half holiday.

L

LONDON—Wednesday afternoon, at 1 p.m., during June, July and August.
LITTLE CURRENT—No holiday.
LUCAN—No half holiday.
LINDSAY—Wednesday afternoon, June, July and August.
LISTOWEL—No holidays.

M

MITCHELL—Wednesday afternoon, at 12.30 p.m.
MIDLAND—No holiday.
MILTON—Wednesday afternoon.
MORRISBURG—No half holiday.
MILDMAY—No half holiday.
MATTAWA—Wednesday afternoon, from 12 noon.
MAGNETAWAN—No holiday.
MEAFORD—Thursday afternoon, at 12.30 p.m., from May to September.

N

NEW HAMBURG—No holiday.
NORWICH—Wednesday half holiday, from 12 noon, May to September.
NORTH BAY—Wednesday afternoon, June to August.

NEWMARKET—Wednesday afternoon, at 12 noon.
NIAGARA-ON-THE-LAKE— Wednesday afternoon, July and August.
NEW LISKEARD—Wednesday afternoon.
NAPANEE—Half holiday on June 19th and 26th, all day Wednesday, during July and August.

O

ORILLIA—Close at 5 p.m. daily.
OSHAWA—Wednesday afternoon, from 1 p.m., June to September.
ORONO—Close all day Wednesday.
OIL SPRINGS—Thursday afternoon, from June to August.
ORANGEVILLE—Wednesday afternoon from 12 noon, June to September.
OWEN SOUND—Wednesday afternoon, at 12.30 p.m., during July and August.

P

PAISLEY—No half holiday.
PARRY SOUND—No half holiday.
PORT ROWAN—Thursday, at 12 noon.
PARKHILL— Wednesday afternoon, from 12 noon.
PENETANGUISHENE—No half holiday.
PORT DOVER—Thursday afternoon, at 12.30 p.m., June to September.
PALMERSTON —Thursday afternoon, during June, July and August.
PORT PERRY—Wednesday afternoon, at 12 noon, during July and August.
PORT HOPE— Wednesday afternoon, from June to October.
PEMBROKE—No half holiday. Close at 6 p.m., except Saturday.
PORT COLBORNE—Wednesday afternoon, June to August. Close at 6.30 p.m., except Saturday.
PETERBORO— Thursday afternoon, from 12.30 p.m.
PRESTON—Wednesday afternoon, at 12.30 p.m., May to September.
PETROLIA—Wednesday afternoon.
PORT ELGIN—Thursday afternoon, from 12.30 p.m.
PORT ARTHUR—No holiday.
PARIS—Wednesday afternoon, from 1 p.m.

R

RIDGETOWN—Wednesday afternoon.
RIPLEY—Thursday afternoon at 1 p.m.
RICHMOND—No holiday.

S

STEELTON— Wednesday afternoon, from 12 noon.
ST. MARY'S—Wednesday afternoon, 12.30 p.m., June, July and August.
ST. THOMAS—Wednesday afternoon, June, July and August.
SAULT STE. MARIE—Wednesday afternoon, at 12 noon. Evening closing at 6 p.m., except Saturday.
SPRINGFIELD—No holiday.
STRATFORD—No holiday.
SHELBURNE—Thursday afternoon.
STRATHROY— Wednesday afternoon, from May to August.
SARNIA—Wednesday afternoon, from 1 p.m., June to August.
SEAFORTH— Wednesday afternoon, from 12.30 p.m.
ST. CATHARINES—Wednesday afternoon, from 12 noon, July and August.
SUNDERLAND—No holiday.
SMITH'S FALLS—Wednesday afternoon from 12.30 p.m.
SUDBURY—Wednesday afternoon, at 1 p.m.

T

TWEED—Wednesday afternoon, at 12.30 p.m.
TRENTON—Wednesday afternoon.
TILLSONBURG—Wednesday afternoon. Close 6 p.m. daily.
TILBURY—Thursday afternoon, June to September. Evening closing at 6 p.m., except Wednesday and Saturday.
TROUT CREEK—No half holiday.
TIVERTON—Thursday afternoon, at 12.30 p.m.
THESSALON—Wednesday afternoon, at 12 noon.

U

UXBRIDGE—Evening closing at 6 p.m. except Saturday. No holiday.

W

WATERLOO— Wednesday afternoon, from June to August.
WATFORD—Wednesday afternoon.
WINCHESTER—
WALKERTON—No half holiday. Evening closing 6 p.m., except Saturday.
WALLACEBURG—Thursday afternoon, from 12 noon.
WIARTON—No holiday.
WINDSOR—No holiday.
WROXETER—No holiday.
WELLAND—Wednesday afternoon, 12 noon, June to September.
WATERLOO— Wednesday afternoon, 12.30 p.m., June to September.
WHITBY—Wednesday afternoon, from May till September.

QUEBEC

COOKSHIRE—No holiday.
COWANSVILLE—No holiday.
COATICOOK—No holiday.
GRANBY—No holiday.
HULL—Evening closing at 6 p.m. on Monday, Tuesday and Friday.
HUNTINGDON—No holiday.
LAKE MEGANTIC—No holiday.
LACHUTE—No holiday.
MANIWAKI—Evening closing at 6 p.m except Saturday. No holiday.
QUEBEC—No holiday.
RICHMOND—No holiday.
SUTTON—No holiday.
SCOTTSTOWN—No holiday.
ST. CHRYSOSTOME—No holiday.
THREE RIVERS—No holiday.
VICTORIAVILLE—No holiday.
WATERLOO—No holiday.

NEW BRUNSWICK

FREDERICTON—Thursday afternoon, from 1 p.m.
MONCTON—No holiday.
SUSSEX—No holiday.
CHATHAM—No holiday.
PETITCODIAC—No holiday.
ST. JOHN—Saturday afternoon, from 1 p.m.
TRURO—Wednesday afternoon, June, July and August.
GLACE BAY—1 o'clock, Wednesday, summer.
ANNAPOLIS— Wednesday afternoon, June, July and August.

NOVA SCOTIA

DIGBY—Thursday afternoon.
SPRINGHILL—Wednesday afternoon.

PRINCE EDWARD ISLAND

CHARLOTTETOWN—Wednesday afternoon from 1 p.m.
YARMOUTH—Friday afternoon.

FAITHFUL FIDO USEFUL IN DEATH— HIS HAIR NOW USED IN MAKING WOOL

WAR is responsible for many new and unexpected industries not the least of which is the manufacture of knitting wool from the combings of dogs. A few ladies conceived the idea from utilizing the combings in this way and after long and patient experimenting the process of spinning was perfected. Scientists have become interested in the discovery and a small room in the Victoria and Albert Museum has been set aside for an exhibit of the work. Important propositions have come from the commercial world which was quick to see the possibilities of this new industry but while the war lasts there is no commercial side to the undertaking.

Long-haired dogs furnish the material used, and wool of unusual silkiness and softness is spun from their combings. A pale, gold sock light as silk but whose warmth is instantly realized when the sock is held to the cheek or against the hand was knitted from the combings of a Pekingese. The whitest and softest of socks for the wounded come from the combings of a white poodle. Cardigans or hard-wearing socks of soft grey are furnished by the old English sheep dog. Black as jet, stainless and glossy is the wool given by the curly retriever.

Collies, cockers, Chows, and Pomeranians, Borzois and Yorkshires, perky or dignified, all yield the most delightful wool. Lightness and softness and warmth are truly admirable qualities in wool but this new kind possesses unheard of wearing qualities. Absolute proof of this is given in a grey cardigan which has been worn in the front line continuously since last autumn and washed repeatedly without showing the least sign of wear.

Lady Algernon Gordon Lennox and Lady Gosford conceived the idea and have been able to put it into practical use by the help of Lord Algernon Gordon Lennox, who is treasurer of the British Dogs' Wool Association, as these workers style themselves.

MAKES PACKING CASE ATTRACT TRADE

This Displayed Outside the Store as Shown in Illustration—All Hats in Window Numbered, Enabling Customer to Indicate Which Model He Liked.

Unusual display feature which brought splendid results in the way of his straw hat sales. It might perhaps be followed by other merchants to their advantage.

"WE had just opened out our new line of straw hats and did not know what to do with the cases at the moment. In thinking the matter over, we decided to just keep one of these in front of the store and make it work for us." Thus did Mr. Livinson describe his experiment, as visualized very well in the accompanying illustration.

"Everybody Gets a Look In"

The phrasing here is naturally quite compelling. It was so in this instance, for as the representative of MEN'S WEAR REVIEW called, he also fell under the spell and prepared to take full advantage of the offer, whether it be "joker" or otherwise. Consequently, peering over the top of this lettered case, he looked into the depths and there found his answer to the inquisitiveness possessed by nearly every passer-by: "Come in and see our new straw hats, just in."

As the store kept its doors open at night, part of the week, a colored light was used inside the box, and, as the lettering on the outside of the case was just as effective then in drawing men—and women, too—the value of the novel idea was quite as great as during the day.

Mr. Livinson assured MEN'S WEAR REVIEW that this idea was a real success, and that its value in selling was not the only one—many scores of those stopping securing an idea of the firm's initiative in adopting somewhat unusual methods.

Hats in Window Numbered

Neat small tickets were placed on each hat. There were many different patterns, and these were designated as: "Livinson's No. 8," and so on. Thus a prospective customer would walk into the store saying he wished to see hat No. 8. It would be produced without the clerk having to go outside to have it pointed out, as the numbers were all listed inside. Actual hat sales were much helped by this plan.

KEEPING CLERKS

(Continued from page 35.)

the time the salesmen spends in selling each customer. As Mr. Baker pointed out, when a buyer has to wait for his change the clerk usually has to talk to him until it arrives, which means loss of business and inefficient service in so far as waiting customers are concerned. This naturally is quite an asset to the clerk, as he is in a position to make a better showing in his sales.

This store gives a special preference to returned soldiers, whether in khaki or not. This is 10 per cent. discount from the selling price of any article the man from "over there" purchases.

Mr. Baker was formerly general manager for the Hudson Bay Co. in Calgary, having been there for some ten years. H. L. Robbins was also with the Hudson Bay Co. in the men's wear department, so that the Baker & Robbins business has at the head of it two men with wide business experience.

HATS and CAPS

NEW UNITED STATES ARMY HAT—THIS MEANS GREAT SAVING IN FUR—SHOULD RELIEVE FELT HAT SITUATION

GOOD friend Uncle Sam, perhaps the largest buyer in the world to-day, has just placed an order for twelve million hats and caps. At the same time he has indicated that there will be further orders coming along in the course of the next six months for some eight million caps of heavier material.

Now a little order like this naturally upsets conditions to some extent, but in this particular instance, while a strain is put upon the cap manufacturers who will find much of the woollen material which they require for civilian caps has been taken by the United States Government, at the same time a strain has been lifted from the manufacturers of fur-felt hats. No more will the huge, broad-brimmed, cowboy hat be worn by the United States soldiers. The result will be a tremendous saving in the supply of fur for making felt.

It was the tremendous scarcity of this fur and its high price which doubtless led the United States army authorities to determine upon a change in hats. They will, of course use up the fur-felt hats which have been made, but the new hat orders are starting at once and will be rushed to completion.

These new hats are of two styles. One is made of woollen cloth in much the shape of the Royal Air Forces cadet cap. It will be worn by both officers and men, only the insignia being different.

The other hat is made of denim and is to be used when the soldiers are doing rough work in the training camps—digging trenches and work of that character. It is like a sport hat only somewhat lower in the crown.

The further order of eight million hats, which it is indicated will be placed shortly, will be for winter use—somewhat heavier than those for which orders are now being placed.

As has been indicated this huge order of the United States government means a further call upon the woollen cloth supply. It will therefore make the difficulties of cap manufacturers somewhat greater, not only in the United States but in Canada as well. The supplies of cloth available for cap manufacturers will be tremendously reduced and doubtless prices will tend upward.

On the other hand the discontinuance of the huge demand for felt-making fur should result in an easement of that situation—perhaps it will take some little time for the effect to be noticed but Canadian felt hat makers should find more raw material available.

RABBIT SKIN RESTRICTION BY U.S. IS MENACE TO CANADIAN HATTER

ON the list of import restrictions issued by the United States Government recently is included rabbit skins.

It is said that the list of prohibited imports is only tentative, and it does seem that this is one case where a change should be made.

Of course the whole hat industry depends upon the receipt of rabbit skins from Australia. Moreover these rabbit skins will have to be brought into the States during the next three or four months, for that is the season when shipping can properly be done from Australia.

The restriction is very serious from a Canadian standpoint, for a great part of the felt making fur is secured by Canadian makers through the United States' market, so any restriction which affects that market will have an indirect but very prompt effect upon the Canadian market. Fur has been exceedingly scarce here, but a continuation of this prohibition of importation would make the situation very much more serious.

DIVERTING SHIPS AFFECTS TOYOS

A factor which may make Toyo hats scarcer before 1919 season comes around is the tendency to divert ships from the Pacific to the Atlantic service. This is of course to offset the losses resulting from submarine activities, and to assist in carrying the tremendous freight which is going to France in spite of the submarine activities.

Such a transference of shipping means that cargo space on the Pacific is in much greater demand than formerly, and the amount of this which will be given to the Toyo hats may be reduced. Still a tremendous quantity of these hats can be shipped in a comparatively small space, so that the likelihood of a serious reduction in stock is questionable.

DANGER FROM BUTTONS

SECRETARY HAM, of the Express Traffic Association of Canada, has been taking up with the Manufacturers' Association the need of special care when clothing on which celluloid buttons have been used is being shipped.

He writes the Canadian Manufacturers' Association: "I had an interview to-day with Mr. Hughes, secretary of the Montreal Branch of the Canadian Manufacturers' Association, and gave him full particulars about a fire in a shipment of skirts from Montreal to Simcoe, which was caused by celluloid buttons on the skirts. The fire originated inside the package, but did not make sufficient progress to burn through it, although eleven of the skirts contained in the package were destroyed. I do not think the clothing manufacturers realize the danger of celluloid, and Mr. Hughes promised to bring this to the attention of the clothing section of the Montreal branch. It may be that some of your members are also interested, and, if so, possibly you would call their attention to the matter."—C. M. Ham.

Owing to the present scarcity of some materials, celluloid buttons are being used by manufacturers of clothing to a larger extent than in the past. Very few of these, however, are being used by manufacturers of men's or boys' clothing; the danger of fire losses, therefore, is exceedingly small.

TEN PER CENT. ADVANCE IN PANAMAS COST OF BLEACH MAKES THIS NECESSARY

PANAMA hats, at one time within reach of the rich and the rich only, are now becoming very much the thing for all classes. With the continual advance of the boater the spread in price between this style of straw and the panama hat has been much reduced; for Spring, 1919, it seems that this spread will be still narrower, for the indications are that boaters will be considerably higher in price while the panama hats in some lines stand at the figures of 1918, in other ranges will advance perhaps 10 per cent.

Auto Cap with eye and collar—New model shown by Boston Cap Co.

South American panamas will be higher for 1919, the advance probably being in the neighborhood of 10 per cent. This move upwards comes because of the increased cost of bleaching, an increase which is a direct result of the influence the war has on the chemicals needed for the bleaching process. These chemicals are up in price from two to four hundred per cent. They are also down in quality, so that a great deal larger quantity of the chemical has to be used to do the work. Moreover the inferior quality of the acids means a greater time being given for the process, which of course runs up the labor charge. However, 10 per cent. in these days of 25 and 50 per cent. advances is comparatively small, and the retail hatter can look forward to the 1919 Summer season with a fairly easy mind. It seems certain that he will be able to get all the supplies he wants —that is of panamas at least—and he will get them at a price which will enable him to interest the store customers in the line.

Toyo panamas will next Summer be at practically the same price as they are quoting at this year. This is because the bleaching process with this make is much simpler, more quickly performed than is the case with the South American panamas.

As to styles it seems as though the lines to be sold for 1919 will be very similar to those which the retail trade are now displaying in their windows. The panama sailor has been a big seller here of late. Also the Alpine with brim pitched back and front. Both these lines will be sold for next year. The Alpines will have a somewhat higher crown in telescope style.

It is noticeable that there is a turning away from the very wide brimmed hat in panamas.

TRADE NEWSPAPERS LEAD

Commenting upon the tendency of retail merchants to buy goods against an advance a student of the situation says:—

"No question of doubt that the merchants are getting closer to the game all the time and are becoming very interested in prices for the future, which, no doubt, is due to the articles they are reading from time to time in the various trade papers."

With many of the old sources of supplies greatly interfered with as a result of labor having gone to the war, and as a result of the supplies which could have reached Canada from abroad being reduced through submarine activity, straws are scarce in Canada this Summer. All indications point to a greater scarcity for the Summer of 1919. It would seem, therefore, the part of wisdom to refrain entirely from straw hat sales this year. Better to hold back on placing sorting orders and sell out the entire stock at good prices. This would result in some hats being carried over for next year, it is true, but indications are that they will be rather badly needed when next year comes round.

Is It Better to Clean Up?

This is the opinion of a great many. On the other hand, there are merchants who state that it is much better to clean up on everything, even if a part of these are sold at cost, and if there is a chance that these late sales of straws will do some harm to the 1919 business.

There is a nice point here for the merchant to consider, but it does seem that the probably growing scarcity of this and other lines should be borne carefully in mind when all these matters are under consideration.

MEN WAITING FOR THE DOLLAR STRAW

Retailers Find a Tendency This Way—The Early Slaughtering of Straw Stocks a Menace.

GOODS scarce—prices high. This is the general rule—scarcity is the cause; high prices the effect. Yet it seems that the men's wear trade may see one exception to this general rule this Fall. Straw hats are almost certain to be fairly scarce, and the indications are that they will be scarcer for 1919, but the prices will probably be slaughtered this Summer. It is to be hoped that this state of affairs can be avoided, until late in the season at least. That the holding of early straw hat sales has some harm has been very evident for some time—never more so than it is this Spring.

With talk of thrift in the air men are ready to do things this year which perhaps they would have been a little ashamed to do in other years. Hence we find men coming out in June with hats carried over from the season before. These men openly state that they will **make the old hat do until the sales commence early in July**, when they will be able to buy a boater for about a dollar and a panama for a much lower sum than that at which panamas are now being shown.

No Saving in Goods

Observe just what this means. As one merchant put it, it means a little saving in money to the customer, but absolutely no saving in goods and a loss of money to the retailer.

This retailer, however, is very frank to admit that he and his fellow merchants are responsible for the situation. They have been starting their hat sales very early, and this is commencing to impress the public with an opportunity for saving. In many of the big cities the early sale of straws has been somewhat deadened as a result of this tendency.

NEW GIFT BOX FOR SOLDIERS

"OVERSEAS underwear for fighters over there."

This slogan is being used on a unique and handsome box in which the John Forsyth Company, of Kitchener, are putting up hygiene underwear. The box also has a very realistic illustration of a valiant Canadian going into action. Unfortunately the red color of the box makes reproduction impossible.

This box, with its suggestion of a needed present for the boy overseas, is being played up strongly in many men's wear windows.

BAD FIRE IN PEMBROKE BUSINESS DISTRICT

KEHOE, SLATTERY & CO. and Jewell & Brunette, men's wear dealers of Pembroke, suffered total loss by fire on June 18th. Leary & Shields' big departmental store was also in the block that was completely destroyed. Total loss is estimated at one million dollars.

MWR COLLARS & SHIRTS MWR

SHIRTINGS HIGHER—NO HELP FOR IT

Temporary Downward Movement of the Raw Cotton Market Has no Immediate Bearing —Huge Demand the Big Factor—Some Advances Outlined—A Word as to the Future

"WHY," some retailers ask, "are shirt prices being held so high when the raw cotton market is going down?"

Of course it is somewhat of a question as to whether the raw market is going down. It has certainly gone down materially in the last few weeks, but cotton is a fluctuating market and to estimate what the quotation will be four or five days ahead is quite a trick. The sober fact, however, remains that not only are shirtings and other cottons holding firm in price, but they are going to be very much higher for the Spring of 1919 than ever. Fall, 1919, is a long way ahead, but there does not appear any particular reason to look for a decline.

Putting the matter in a nutshell, it may be said that what is sending raw cotton down is the difficulty of transportation—that and an apparent splendid crop. That raw cotton will stay down is, as has been indicated, very doubtful. What is sending cotton shirting up is a demand which has never been equalled in the world's history, and a scarcity of labor to turn out sufficient yardage to meet this demand which is growing more and more acute.

The Old Law of Supply and Demand

From time to time there arises some Moses who is going to lead trade conditions far away from the bondage of the law of supply and demand. Something always goes amiss, however, and the law of supply and demand still holds sway. When two children want an apple, the bidding against each other becomes so brisk that the mother who wants some difficult work done can get it done for that apple. So it is with shirting, and cotton materials generally. When a lot of people want materials, as at present, the seller is going to get a big price. Moreover, the seller, by reason of the problems of production by which he is now confronted, is entitled to a much better price than under ordinary circumstances. He has to allow for many more contingencies.

Some Specific Cases

So much for the general conditions. Now consider a few specific instances, indicating the advances in shirting which will go into the 1919 range shortly to be shown the trade. The 60 x 64 count, such as was sold before the war at 6½c, has now risen until any which is being bought for Spring costs 24c.

One manufacturer bought percale for delivery last Fall, paying 11½c in New York. The delivery was delayed and only now this percale comes to hand. At the present time the cost of the goods in New York is 28c. More than nine months has passed, therefore the manufacturers cannot take advantage of the Government ruling which requires his paying duty only on 25 per cent. of the advance. He pays only his contract price of 11½c for the cloth, but pays his duty of 42½c on the entire 28c, or the present cost of the cloth in New York.

So it will be seen that this manufacturer, who has already sold the shirts made of that cloth, will have to make delivery of them at a loss.

Pongee cloth costs April 2, 30c a yard. It was quoted on June 5th at 32c a yard and has gone up since that time.

The prices on percale for 1919 have just been made, and will show a general advance over last season in the neighborhood of 110 per cent. since last year.

One manufacturer gives it as his opinion that 84 squares are probably done for, as the estimated price for this is 32c. He says:

"When you consider that the American Government is not only equipping their army and navy, while in training, but is also keeping them equipped while they are in France, you can form your own conclusion as to the further advances in garments such as we make."

The tremendous influence exerted on the shirting trade, and many other trades, as a result of the U. S. having entered the war, is being more and more felt. Concrete instances of the way Government orders are interfering with supplies are continually coming to hand. One U. S. concern, which was making percales, received an order for cloth to be made up as jumpers. The cloth was to be 72-76 count and the demand was for thirteen million yards. Five million jumpers were to be made, which indicates that enough are being bought to clothe the entire U. S. army—as at present estimated—with something more than two jumpers per man. This one order took practically the whole output of this leading percale house.

What Stock Sheets Show

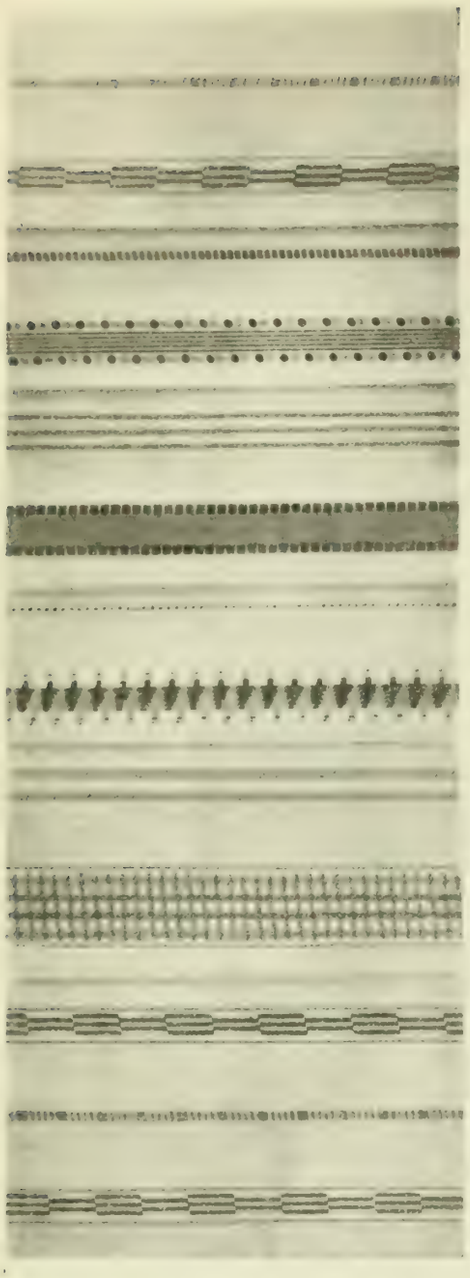
Occasionally stock sheets give an unpleasant surprise. An examination of his sheets, however, recently caused an Ontario manufacturer considerable pleasure, not only because they showed his business to be in a healthy condition, but because they indicate clearly that the men's wear trade as a whole is getting along well, and that the advance prices of shirts will not interfere with sales.

These stock sheets showed that on April 15 almost $5,000.00 worth of khaki

THE DARK SIDE, AND THE BRIGHT

The opinion of a big shirt manufacturer is worth quoting. He says:— "There has been a good deal of talk the past few years of a possible shortage of shirtings, but to my mind, for this present year, there is no doubt about it whatever—there will be a shortage. There is actually a shortage of a great many lines now and some are practically impossible to get. The American mills will make quotations, but when the patterns are put up to them, they are very frequently turned down without any explanation whatever, except that the mill will not quote. The mills can certainly make their own choice of what they will produce, and naturally are going along the lines of least resistance, and are being well paid for what they produce."

It is rather a sorry tale this. The bright side, however, is that Canadian manufacturers for the great part have supplies of materials on hand sufficient to ensure the trade of delivery for the coming season. The patterns shown, all things considered, are really wonderful, and the prices, while high, are probably not so high that the retailers cannot dispose of the shirts readily at a fair profit.



Some patterns from the range of cotton taffetta flannels, shown by Tooke Bros.

shirts or shirtings were on hand; towards the end of June they had been reduced to $600.

The sheets indicated that not only has the turnover for the year been greater than for the past year, but that the sales by dozens had exceeded that of last year.

Also the sheet indicated that in cheap shirts there has been a certain inactivity, but that in the middle ranges and higher priced lines the activity has been very marked.

As further indicating the reasons for scarcity of shirtings it may be mentioned that the U. S. has just placed an order for 175 million yards of gauze for hospital purposes. This means not only the consumption of a large amount of raw cotton, but also that so many machines which could otherwise be employed on production for civilian trade are being fully occupied.

What Cloth Buyers Find

As an instance of how Canadian manufacturers are finding things when they go to the States to buy, the following story told by one manufacturer is worth repeating.

"I went into one shirt house," he says, "and got a quotation on a certain line of goods of 26c. At lunch that day, I met J—— J——, and in conversation mentioned that this line had gone up to 26c J—— J—— just whistled. Later in the day he went to the shirting house and asked what he could buy this particular line of cloth for. 'I don't need to be told,' he added, 'I saw T—— T—— at lunch and he told me it was 26c. 'Oh,' said the agent, 'we told T—— T—— 26c because we knew he did not want to buy. I really don't know whether I can give you the cloth at 26c or not, but I will find out from the mill.' He wired the mill and received word that he was not to sell a bit of cloth, as the cloth simply could not be turned out."

These are a few of the problems of the manufacturer—a few of the factors which are jumping prices higher and which seem likely to jump them still higher.

Where Overhead Enters

Retailers will realize also that as soon as a manufacturer is unable to keep his plant fully occupied, the cost of production must go up. He has to pay the same charges—rent, light, heating. If he cannot get the cloth to keep all his machines busy, or cannot get the help to operate these machines, then the amount of goods going out of the factory is reduced and the percentage of these overhead charges to be borne by each garment has to be increased. There is reason to hope, however, that an improvement will come here. With the coming of Fall there will unquestionably be a return of many workers from the the farm to the city, and it should be possible to get more operators. Also cloths will by then be in hand, so that the production will be kept up in a great majority of factories.

It is a factor in the shirt trade, of course, that shirtings are continually coming to hand which have been on order for a long time. Some of these have been on order for two years, more for four, five, and six months. These goods, of course, if orders have been taken for them, are made up and delivered to the retailer for what he contracted to pay. If they were sold they have to be delivered, for cancellations are particularly unheard of at the present time.

As to the future—more distant than Spring, 1919—it is hard to estimate what will occur. The mills, that is the manufacturers of the cotton cloths made into shirts—say with out hesitation that prices will go higher than they are for Spring goods. Some of the Canadian cutters up don't know quite what to think of this. The tendency, however, seems upwards.

PREDICTED COLLAR ADVANCE ARRIVES

This Necessitates Somewhat Larger Investment by Retailers, But Gives Slightly Higher Profit Per Dozen Collars

THE higher cost of various materials going into production, especially interlining, cost of laundering, and added cost of labor, has resulted in another advance in collar prices. This advance was put into effect shortly after the last issue of MEN'S WEAR REVIEW had gone to press and time has now been allowed the retailer to form some definite opinion as to the effect the higher price will have upon sales. Something is said on this line in another article.

The advance from $1.69 to $2.00 per dozen means an increase in the retail selling price of 5c per collar, making the price now 25 per cent. straight. This advance seems fair from the standpoint of the retailer. It does require a larger investment on his part. With good stock-keeping, however, this larger investment may be held down nicely. The margin of profit given under the new arrangement is the same as under that of March 16, while the actual profit is somewhat larger on a dozen collars at the present price than on a dozen at the $1.60 price.

The trade will remember that in the April issue of MEN'S WEAR REVIEW it was indicated a further advance than the one then recorded would come very shortly. Then it was said: "As it now stands, manufacturers claim that further advances will be in order in the very near future. This means that three or four months from now there will be rumors going around that an advance in price is in order, and after three or four months of uncertainty, the advance will materialize.

MEN'S WEAR REVIEW was somewhat criticized for that prediction, and at this time MEN'S WEAR REVIEW must admit that it was not entirely correct. The advance to $2.00 per dozen has come more quickly than was thought probable.

Of course soft collars have advanced as have the laundered varieties. The cheapest range is now at $2.00 and the prices range from this up to four or five dollars per dozen for some of the fancy silk models.

MacDonald Bros., men's furnishings, Sarnia, Ont., have sold to R. H. & J. Dowler, Ltd.

George W. McQuay, of Owen Sound, has opened his new men's wear shop and has made his opening announcement to the trade for that district. Mr. McQuay's store will make quite an addition to Owen Sound's progressive merchants.

GOVERNMENT CALLING FOR SHIRTS—MANY MANUFACTURERS UNABLE TO TENDER

THE War Purchasing Board is again coming very strongly into the market. Tenders are now out for shirts for privates, but MEN'S WEAR REVIEW learns that a number of the firms who are making fine or working shirts have not been able to tender because their entire efforts are needed to fill the orders which they have already taken.

A number of manufacturers have gone very carefully into the matter, to see if they could not submit some price, being willing to take on the work not so much for profit but in order to do what after all they think is their duty. They have found, however, that the orders already taken for Fall will require all the production they can get out of their plant, therefore they feel that they cannot in fairness tender on the Government work.

At the time of writing it is not known whether, from other sources, the War Purchasing Board is receiving tenders which will enable it to secure the privates' shirts which are required. If not, it begins to seem that some system of commandeering a certain part of a plant will have to be resorted to. Of course, there is another consideration. The Government is calling for tenders on these khaki shirts, and is leaving it to the manufacturer to secure the cloth. Manufacturers are not supplied with much cloth at the present time, and certainly do not want to buy khaki unless sure that they would have the order, for khaki is a color with which they feel they may be left. The suggestion is heard that the Government should do as the United States Government is frequently doing, supply the cloth and ask the manufacturers to merely cut this up and make up into shirts.

W. G. Hay, mean's wear merchant, Queen street and Brock ave., has added an attractive line of ladies' sweater coats. The addition of these feminine lines is more and more meeting with favor, judging the number of haberdashers entertaining the idea. In Hamilton ladies' hats are sold in addition to sweaters and hosiery. Mr. Hay reports that sales of his new line have, so far, been all he could expect.

OFFICERS' SHIRTS AGAIN IN DEMAND BUT FLANNEL MATERIALS UNOBTAINABLE

AGAIN has come the call for khaki shirts for officers, and mindful of the past one might be inclined to smile at the efforts made by the retailers and manufacturers in the past eighteen months to clean up their officers' shirts.

The retailers and manufacturers who endeavored to clean up these stocks were probably wise. It is true that officers' shirts at the old prices would be a very valuable asset, but, had Russia not gotten in such a lamentable condition, officers' shirts might be a very heavy drug on the market now. So, probably the wise thing for every one to do is to forget the past and go ahead and get the best out of the situation as it is at the moment.

New Materials Being Used

Of course khaki flannel is practically off the market. In any case it could not be sold at a price the retailer would be able to handle without charging almost $10 per shirt. But there are other materials available.

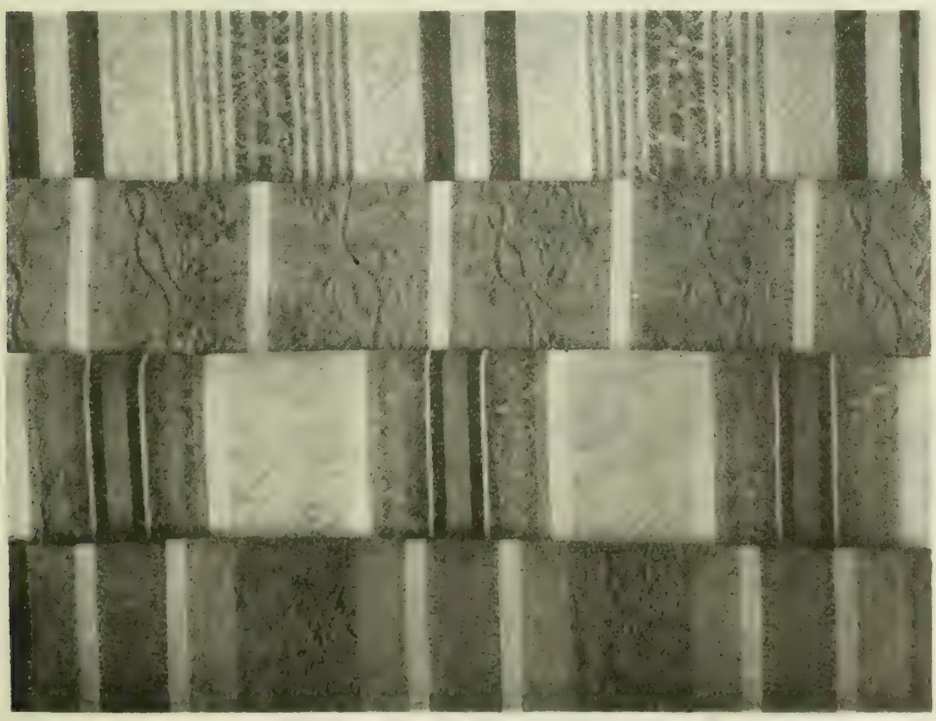
Some officers' shirts are being made from Shantung silk. These have been sold recently as low as $36 per dozen. On the other hand, cheap cloth in khaki color is as high as 40c per yard in New York, making it about 56c per yard when laid down here. This means a $48 shirt. Pongees are also popular in officers' shirtings. This is of course a material which manufacturers are ready to handle. It is something which will not mean a dead loss should the demand for officers' shirts suddenly fall away as it did before.

There have been some accidents—hardly any word fits the situation—which have served to bring good profits in officers' shirts. One retailer, who had ordered some flannel shirts, complained to the manufacturer that he could not sell these and the manufacturer took them back. At the present time the retailer could not procure these shirts for $48 per dozen. If he had them they would unquestionably go like hot cakes at $5.00.

A Setback Which Brought Profit

A manufacturer had 7,000 yards of khaki bought in the United States. After holding this for six months, and finding no market for the goods in Canada, he arranged to sell these goods back at a fair profit. It was impossible, however, to get the duty lifted. As a result the goods were kept, and have since yielded the firm a very substantial profit when made into khaki shirts.

This, however, is only the bright side. There seems no reason to expect a great easing up in officers' shirts. Retailers will find a good demand but will only be able to get these shirts in certain materials—very attractive materials it is true but suitable more for Summer wear than for Winter. It is possible that something more appropriate for cold weather will come on the market at a later date, but at the moment it seems hard to figure where such cloth could be secured.



Four Fancy Jacquards. To be used in hig h priced shirts. From the range of the John Forsyth Co.

Jas. K. P. Williams, vice-president and general manager of R. H. Williams & Sons, Limited, department store, Regina, Sask., is in Eastern Canada on a business trip calling on the wholesalers and manufacturers, with a view to keeping more closely in touch with conditions.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, June 25.—Raw cotton shows little appreciable difference in quotations during the month, variations of 100 points being considered a negligible factor under present conditions. Prices on cotton underwear have been named for Spring but show no decline, rather an increase of about 10 per cent is being asked. New prices about to be announced on shirts reveal figures ranging from $4.50 to $6.00 per dozen over present basis of quotations.

The purchase of the entire Australian wool clip by the British government was the feature in the wool market during the month. Canadian wool which is now being sheared will, it is expected, show an increased production of about 25 per cent. Canadian manufacturers will undoubtedly endeavor to retain a greater percentage of this crop this year owing to uncertainty re allotments of Australian wool. The shipping situation is such that some manufacturers are figuring on little of this latter getting through for Canadian consumption. Others, again, are more optimistic and it would seem that this purchase must have been considered in the light of shipping conditions and the probability of being able to transport same.

The Canadian trade will have to lean more heavily on the Canadian mills for practically all their cotton and wool supplies. The United States government is absorbing enormous quantities of cotton for her military men and orders have even been placed in Canada. These war orders secure precedence over all others and if they continue for some little time the amount of goods for domestic use must be curtailed. In view of these facts which necessarily affect supplies of raw materials, orders accepted by manufacturers generally carry the proviso that delivery must depend on ability to secure the material, and they reserve the option to cancel after a period of some months has elapsed, the date being mentioned.

Overalls show a further advance of $1.00 per dozen during the month and prospects for Fall are that even higher levels will be reached. South American Panama hats for next year will, it is thought, range about 10 per cent. higher with the probability of ample supplies getting through. Neckwear is reaching the point where values less than $1.00 retail will soon be extinct. Business generally is just a little quiet.

NECKWEAR MINIMUM WILL BE $1.00

Lower Values Practically Cleaned Up—Fall Requirements Will Be Met—Western Demand Good—Silks Increasingly Difficult

NECKWEAR.—The day of the 25c neckwear passed, followed by the 50c line, and now the 75c goods are rapidly vanishing, to be supplemented by the $1.00, $1.25 and even higher values. The trade generally is not sorry to see the end of the cheapest lines and that they will ever come back is not thought likely.

That the requirements of the trade for Fall will be taken care of is indicated in all sources and a fairly satisfactory business is reported for future delivery. News from the West is very encouraging, manufacturers intimating that heavy sales are being made throughout the Western provinces.

The situation in silks is increasingly difficult, the United States being called on now to supply practically the entire market. This would present difficulties to silk manufacturers were they able to operate at capacity but production has been influenced by the necessity of employing new hands to man the looms, in the majority of cases these being women with a consequent loss of output.

Little silk from overseas is coming through, the Italian and French markets supplying a negligible quantity and the importation of Japanese depending on very uncertain shipping across the Pacific. Lower prices can not be looked for in any line into which silk enters and most certainly neckwear will undergo no decline in to-day's prices under present condition.

UNDERWEAR

Prices on Cotton for Spring Delivery Are About 10 Per Cent. Higher—Mills Operating Under Great Difficulties

UNDERWEAR.—There is little new to report in respect to underwear during the month. Prices on cotton have been set and range about 10 per cent. higher than former quotations. As outlined above, the cotton situation is difficult and mills generally are accepting business only on the basis of being able to supply. All orders are subject to mill approval before acceptance, and it is intimated every effort to deliver will be exerted, but there may be contingencies over which they have no control arise and preclude the possibility of filling contracts.

Woolen and cashmere are void of interest. Prices remain high and even higher levels may be attained. Canadian mills are looked to as the principal source of supply this year and whereas it is thought this year's business will be taken care of the outlook for next year is not so bright.

CLOTHING

Fall Orders Being Rushed to Conclusion—Belted Styles Disappearing—Looking Towards Spring—Cloth From England

CLOTHING.—Manufacturers are busy completing Fall orders and expect to complete same in ample time. The belted styles are fast disappearing and one manufacturer intimated that in the United States his advice was that the belted coat is in distinct disfavor. The saving in cloth, however, is the main consideration in omitting this line and represents a big item.

Good cloth is still procurable though prices range very high. From one source

MEN'S WEAR REVIEW learned that the situation in England as regards cloth was much better than had been expected. The buyer for this firm met with very good success in the purchase of Spring requirements and even bought some lines for the Fall of 1919. Some lines are hard to get, but the general feeling was that no acute shortage, generally speaking, is looked for for several months to come. Already plans and styles for Spring trade are being worked out and an announcement may be expected next month in this regard.

SUSPENDERS FIRM

Market One of Increasing Strength—Prices Reach Staggering Proportions—Conditions Not Improving

SUSPENDERS.— Suspenders remain very firm and a disposition to refrain from giving any information which might be considered as advice to the trade was remarked in the face of present abnormal conditions. As one source stated, "if conditions continue to be as serious in our line, with prospect of their becoming worse (as the various mills tell us they will) we are going to see some staggering suspender prices in Canada. But there is always that 'if'."

COTTON HOLDS

Position of Raw Cotton Shows Little Variation—Higher Prices on Shirts, Overalls and Underwear Named

COTTON.—There has been very little variation in the market on raw cotton during the month, and a firmer element seems to have entered the situation which holds values around a 30.00c basis. This figure has shown declines and advances of around 100 points during the 30 days which in normal times could be considered a factor but which is looked on today as a mere detail.

The difficulty in quoting raw cotton is said to be that it is not procurable in the grades wanted at these figures. Go into the market to buy cotton at 30.00c and it is indicated that it can't be secured, prices ranging more nearly around 40.00c to 60.00c for a grade that will meet with requirements.

Crop conditions generally convey an optimistic tone and the outturn will it is thought prove satisfactory. Add to this the difficulty of export due to submarine activities and it is felt that prices should show some weakness, but these factors have not yet provided for any appreciable showing this way.

Prices on manufactured cotton show no easing off and manufacturers generally intimate that they are operating under very firm conditions. Raw cotton has been bought on a high market and increased cost of production is generally being felt. Prices on cotton underwear for Spring have been determined upon in some quarters and show an advance of about 10 per cent. Shirt manufacturers also intimate that evidence of a sharp upward movement in their lines will become apparent in new prices now being worked out. These range from $4.50 to $6.00 per dozen over present quotations. Overalls are higher in price and going still higher, one single advance reported on one line of garments amounting to $5.50 per dozen.

The Canadian manufacturers have to depend almost altogether on the Canadian mills, 80 per cent. of the output of the American mills being used for various Government work, leaving only 20 per cent. of the normal supply for the civilian trade. It must also be borne in mind that many Canadian mills are working on large contracts for the American Government as well, so the situation generally for the future looks uncertain and serious.

HEAVY WOOL BUY

Australian Clip Bought by British Government—Canada's Allotment Likely To Depend on Shipping—Canadian Clip Increased

WOOL.—An announcement to the effect that the British Government has purchased the entire Australian wool clip for the period of the war and the year after has been made recently. It is intimated that this is the largest wool transaction in the history of the world, involving as it will for the first two clips a matter of £100,000,000.

How this will affect Canadian manufacturers cannot yet be determined. There is the question of transportation to be considered and rumors are to the effect that many ships will be withdrawn from the Pacific service and transferred to the Atlantic. Other intimations also are that food stuffs will have first call on available tonnage and that wool shipments must suffer as a consequence.

On the face of it, however, it would seem that some means of transportation must be in sight or the purchase would never have been made. Ships are now being turned out rapidly in Canadian, British and United States yards and whereas the ravages of the submarine are heavy and greater demands to transport troops and supplies from the United States are constantly to be met, the outlook must be somewhat brighter in official circles as regards tonnage. Undoubtedly, Government needs will obtain the preference and whereas soldiers must be fed, they must also be clothed—in the winter time warmly. Canada's share of wool has been obtainable only under allotment for months past and the same procedure is likely to continue.

There are indications that the wool clip in Canada will show an increase of about 25 per cent. Shearing is now well under way and the wool is moving rapidly to market. There are indications that higher prices are being at some outside points than in the larger centres. It is thought that Canadian wool prices will be regulated by the price ruling on the Boston market, but with a greater interest in Canadian wool by Canadian manufacturers with a possible scramble for supplies, quotations may be governed by supply and demand and so reach high levels.

SHIRTING HIGHER

Advances for Spring Already Announced —Silk and Percales May Be 100 Per Cent. Higher—No Cheaper Shirts Looked For

SHIRTINGS.—Already an announcement of higher prices on shirts has been made ranging from $4.50 to $6.00 per dozen and indications are that all lines will be considerably higher. It is expected that silk will be double to-day's price and it is said percales show an advance of over 100 per cent.

Retailers who may have thought that because the raw cotton market has shown weakness that cloth would be cheaper are on the wrong track. Raw cotton developed weakness owing to difficulty of transportation and curtailment of export business on this account. Cloths, however, are high as for some time the demand has been in excess of the supply due to huge orders placed by the United States Government.

There is a hopeful note in the situation in that the shirt men have enough material on hand to take care of 1919 business, but prices are going to be high.

Military demand is back again but manufacturers and retailers show no desire to stock, especially those lines adaptable only to the military. Shantungs, and pongees are being made into military shirts, these being favored owing to the elimination of the 100 per cent. loss feature.

The retailers' call for flannel military shirts is not going to be answered. There is no cloth. The Government is calling for U. S. khaki flannel and will undoubtedly commandeer output. The same conditions will be true of union flannel.

OVERALLS ADVANCE

Another Advance of $1.00 Dozen For Immediate or Fall Business—Future Looks Much Higher and Very Uncertain

OVERALLS.—Lower prices recently reached and since held on raw cotton have had no bearing on the manufactured article as it applies to overall materials. From all accounts the question of materials is undoubtedly serious and civilian requirements are not entering into the Government scheme of things to any appreciable extent. One manufacturer's view of the present outlook appears elsewhere in this issue.

One Canadian manufacturer turned out their first pair of overalls for the United States Government last week and the contract they are now working on will keep the mill running for about six weeks. After this contract has been completed, they hope to have material to take care of some of their retail demand but with the Government such a big customer and Canadian mills also working on United States contracts, this question of materials for domestic use must be a serious one.

Further advances have occurred in practically all quarters during the month, the better grades made along what is

known as railroad patterns being quoted at $28.00 per dozen for immediate delivery, and $30.00 for Fall delivery. One manufacturer to whom the matter of prices was broached replied: "As to prices, some of our garments are already selling at $32.50 per dozen for Fall. We made one single advance of $5.50 per dozen and I believe that by Fall all garments will be equally high and that $32.00 a dozen will be an extremely close price sixty days hence."

HATS AND CAPS

Panamas to Be Higher Next Year—Straws Have Been Quiet—Fall Business Not So Heavy

HATS AND CAPS.—Indications are that South American Panamas will be about 10 per cent. higher next year than present market. The question of supplies, depending as it does on shipping, must contain an element of uncertainty but the feeling prevails that stocks will be forthcoming in sufficient quantities to take care of the demand. Toyo Panamas present greater difficulties in the matter of transportation but it does not require a great deal of space to bring over necessary supplies so hopes are expressed that space will be allotted for demands of the trade.

Weather conditions have been none too favorable for a heavy movement of straws and unless an improvement is shown during the next couple of weeks, it would appear that fairly heavy stocks may be carried over. In as far as these are good shapes, however, the view is expressed that their sale on a higher market next year will overcome carrying charges. A demand for Panamas of a shape corresponding somewhat to the boater has been apparent, owing to scarcity of latter shapes.

Fall business, although considered fair, is not heavy. In point of volume of sales the total may prove satisfactory though the number of pieces will be much less. Higher prices will overcome this latter contingency.

COLLARS SELLING

Good Movement of Soft Collars Reported—Linen Collars Selling at Higher Price Levels Established—Waterproof Lines Firm

COLLARS.—Very heavy sales of soft collars are reported by manufacturers generally and the retail trade seems to be meeting with a ready response for this line from their trade.

The movement of laundered collars is also reported good and no diminution of the demand is as yet apparent on account of higher price levels recently established.

Waterproof collars are in a very firm market, but advanced prices expected on the better lines have not yet materialized. That higher price levels are warranted under present conditions was freely intimated but when these may be reached is not yet stated.

How Do You Handle Customers?

Portage la Prairie, Man., Store Adopts a Plan of Sales Classes for its Clerks—How to Meet Customers—How to See That Maximum Sales Are Made—Making Friends of the Children, the Future Customers of the Store.

HOW to answer the telephone.
Treatment of children.
Method of handling a customer who buys an article on approbation.
How to meet your customer.
Using counter check books properly.

These are but a few of the store problems dealt with in the sales class classes of the Brown's Limited, department store, Portage La Prairie Man., which have recently been established.

The store comprises several departments, including men's wear, ready-to-wear, etc., groceries, some lines of hardware, boots and shoes, toilet goods, etc.

Sales classes are held twice a week—Tuesday and Wednesday—and it is necessary for all employees to be on hand one of the two days. The method is to divide the heads of departments and employees into two groups, one attending one day and the other the next. H. M. Dunham, managing director, pointed out to a representative of this paper that these classes are having a splendid effect on the selling efficiency of the staff. There is a roll call made each day to make sure everyone attends once a week.

The talks are given by the heads of the firm and heads of departments.

How to Meet Customers

For instance, W. H. Trainor, in charge of dress goods on one occasion gave a talk on "How to meet your customers." This dealt with procedure from the time the customer entered the department until she was passed along to the next department—notice the co-operation—the next department.

He urged that rather than address a customer in a formal stereotyped way, that it be done in a casual way, particularly when once you know his or her name and are familiar with their home life.

Never address a woman customer as "lady," was one of his admonitions. Say "madam."

Every sales clerk should make it a point to familiarize himself or herself with the name of the customer as soon as possible. This gives the customer more confidence in the seller and in some cases flatters her.

Co-operation between departments was referred to above. Mr. Trainor suggested that each member of the member of the staff should take a personal interest in the customer and determine as far as possible other wants. In this way the customer can be passed along to where more buying is to be done in a more rapid way and with better results. Remind her of other departments; she may casually mention in course of the selling conversation that there is this or that to be got, in such instances she should be reminded of it immediately before she leaves the department.

Treat the Children Well

The method of treating children who come into the store was also commented upon. Brown's Limited work under the assumption that the child of to-day is the buyer of to-morrow and act accordingly.

Mr. Trainor maintains that the best attention should be given the children. When you see a bashful child coming into the store nervous and almost afraid to come near the counter, then that child should be handled carefully. Usually its mother has sent it for something, and by judiciously speaking to it in a casual, good-natured way, this shyness wears off, and next time its shopping tour is easier if the same salesman is serving it. In this way children soon begin to ask their mother to be able to get the

Inside the store Frank Stollery, Toronto, gives just three wall and counter feet to hosiery, men's and women's. Last year he turned his stock nine times, getting fine business from men—from men for women's hosiery, from women for both women's and men's hosiery.

Trims like the above prepared by Mr. Balmer, help this store get its turnover. The intention is to have hosiery windows all through the summer. It is, Mr. Stollery has found, a fine season for booming hosiery sales.

goods from your store. This devolves into a habit, so that when they grow up it is their natural shopping centre.

All these and other selling points are discussed in round-table fashion at the conferences. Questions are frequently asked bearing on the topic under consideration and in this way a beneficial hour is passed, all of which helps the individual members of the staff to a better realization of what there is in salesmanship. There are some 45 or 50 employees in the Brown store.

IS GOVERNMENT TO COMMANDEER PLANTS?

It Would Seem Necessary Output Can be Given by Factories if Government is Able to Supply the Necessary Raw Material

RUMORS are abroad to the effect that the Government intends commandeering certain factories, or parts of many factories, in order to secure the necessary output of lines required by the Canadian authorities, and in order to assist in supplying the heavy needs of the United States authorities.

Some of the rumors suggest that 50 per cent. of the factories will be taken over.

It seems that this estimate is in excess of anything that may be done. However, as is indicated in various articles in this issue of MEN'S WEAR REVIEW, there does appear to be need of some kind of Government action in order to get the necessary quantities of certain lines. In a general way it would seem that the Government will be able to get what it requires without any commandeering, however, if it gets the raw material which is needed for the manufacturing processes. If the Government gets the wool for the knit goods houses these would, doubtless, be able some way or another to turn out the necessary garments. If the Government gets the denim needed for fatigue uniforms, etc., there is no doubt whatever that the overall and shirt companies would be able to turn out the number of fatigue uniforms required—this without any commandeering of factories with the consequent upsetting of trade.

WAR DEPARTMENT CONTRACTS

FOLLOWING is an extract from a letter which has been sent out to the customers of one of the largest cotton mills in England: "Owing to the government taking an increasing amount of the production of our looms for war materials we are reluctantly compelled to ask for your kind consideration in regard to deliveries of cloth against any orders that you have on our books, or may favor us with in the future. Every effort will be made to overcome the difficulty as far as possible, though in the event of late deliveries we would point out that under the prevailing circumstances we cannot hold ourselves responsible."

A. D. Cornett, who has been appointed to look after the Manitoba and Saskatchewan territory for the John Forsyth Company, Limited, Kitchener.

NECKWEAR

SILKS SCARCER; LOW-PRICED TIES DISAPPEAR

Swiss Silk Practically Unobtainable—New York Now the Great Market—The Seventy-five Cent and Dollar Tie Now is the Leader—Tendency is for Still Higher Prices.

FORTUNATELY goods of a kind are coming to hand for the production of at least fairly satisfactory quantities of the various men's wear lines; that neckwear silk in the necessary yardage is being received, however, is the result of unusual activity on the part of the Canadian neckwear manufacturer. Old sources of supply more and more are being interfered with, and the maker must be continually ready to jump on the train for New York to procure there something which will take the place of European goods which fail to arrive. An instance of this was noticed a fortnight ago when one firm lost $4,000 worth of silk which they had counted upon to fill in a certain Fall range. The loss was the result of submarine activity. This manufacturer was able to run down to New York and get something there which would take the place of this silk stuff lost. The instance shows, however, the general state of affairs and the absolute need to keep in continual touch with the market.

U. S. Silks Improving

Speaking of silks brings to mind the growing satisfaction which Canadian makers are securing from purchases on the New York market. There is no doubt now that the United States manufacturers have solved many of their difficulties. The quality of the goods being received from this market is very high; some manufacturers believe that from now on the United States silk mills will be able to hold a large part of the Canadian neckwear trade, a thing which, before the war, they never were able to do. The colors have improved, the weaving has improved. There is more snap than ever to the goods, and the United States silk makers never were weak in making something that would be attractive to the eye.

The Leading Prices

Of course, silks are higher than ever in price. High cost of labor is one great factor making high prices of the silk product necessary. It seems indeed that a really cheap tie will be a mighty scarce article in the men's wear stores this Fall. There are still some $2.25 ties be-

An Italian broche satin. This is one of the models which has apron folded narrowly. Here it is spread out for display. Tie by A. T. Reid Co.

ing offered from time to time—made out of ends or jobs. For the most part, however, the $4.15 or $4.25 range is the cheapest tie being shown, and cravats at this price are about as scarce as enthusiastic Unionists among the United States farmers. The big seller at the present time is the dollar tie, and the manufacturers' offerings from $7.50 to $8.50 are being eagerly inspected.

Some manufacturers are finding a big demand for the $10.50 range, which generally is being marketed at $1.25 or $1.50. The opinion of retailers on a $1.25 price is interesting. Some feel that they can get this sum just as easily as they can get a dollar—that if they show a little bigger shape for this extra 25 cents the sale is made easier than ever. Others feel that with many men a dollar does not seem such a big sum, but when they have to break into a second dollar for a cravat they hesitate to make the purchase.

The truth seems to be that each merchant has to face his own problem in this regard. What is true of his district may be far from the case for another locality.

High Priced Lines

It is very certain that a large number of men—a larger number than ever before—are willing to pay not only $1.25, but $2.50 and $3 for a good tie. These are the ties that the manufacturers are selling from $15 to $20. Some of them are cut on the straight; practically all the high-priced lines are cut with somewhat narrower ends than has in the past been the style. In New York the call is not for the flowing ends, but the very moderate-sized ends, and this particularly in the high-classed ties.

While, however, this shape is being adopted by many Canadian makers, the amount of silk being used in this tie is in many cases just as great as at any time. The tie is so made that the ends appear small, and yet they can be spread in the window display to a remarkable size, making a most attractive appeal.

In material, crepe failles are still in demand, but are getting scarce. There is a near crepe faille coming on the market which seems very good, and will probably find many friends.

Five Color Swatches

One unique feature is the showing by one house of some ranges containing only five colors. A certain Boston concern makes silks only in five colors—says there never was a range with six good colors in it, and the Canadian house has bought some of these silks. It will be interesting to note whether the trade is willing to buy these, or would prefer to get the complete range of six colors.

LARGER QUARTERS NECESSARY

THE Arrow Garter Co., Montreal, have removed to new quarters at 489 St. Paul St., W., where they have more than four times the floor space of their old premises together with many other conveniences which go to make for a better service for their many customers in the trade.

NECKWEAR SILK SEEMS SAFE—NOT LIKELY TO BE INCLUDED IN GOVERNMENT'S TABOO LIST

THE embargo on goods from United States is to be enlarged. This announcement gives just one more cause for worry to the men's wear trade. Will anything be included which will harm the business? It is a difficult question—one which only the future can answer; but there is reason to hope that the neckwear trade, concerning which many have been particularly anxious, will not be hurt by this widening of the embargo.

It is learned, although positive proof is not at hand, that silk was on the first list of goods to be debarred from Canada. Silks later on were struck off and did not appear on the list as published. Now, however, by such a good authority as *The Financial Post*, it is stated that the embargo listed is to be considerably widened. Will silk again appear on the embargo list? If it does, will this have a ruinous effect on the men's neckwear industry?

The truth is that Canadian neckwear industry is almost entirely dependent upon United States silks at the present time. The witty remark of the retail buyer who, when a neckwear salesman was going into raphsodies about some Swiss silk, remarked, "Yes, from Patterson, N.J.," has proved prophetic. Swiss silks, Italian silks, and English silks are conspicuous by their absence. An occasional shipment gets through, but the great source of supply is the United States.

United States Silks Good

The splendid redeeming feature about this has been that the United States neckwear mills have been turning out a much better product than for years past. The situation is such, however, that should the United States supply be interfered with the neckwear industry in Canada would automatically stop or practically stop.

Yet the Government's avowed intention is to cut off only such goods as are made in Canada. Now there is no neckwear silk made in Canada, so it seems reasonable to suppose that the entry of silk will not be debarred.

There is a good deal of doubt, indeed, if any silk will be restricted. This is a product which has taken the place of many others made exceedingly scarce by reason of the war. Silk has taken the place of woollens, silk hosiery is taking the place of cashmere. Silk is taking the place of many other products rendered scarce by the war. Its use as a luxury has partly, at least, passed away and its use as a substitute for what in the past have been regarded as essentials has come more and more to the fore.

Doesn't Know What Next

However, Canadian manufacturers of men's wear are not too positive of what will develop. Let us quote one manufacturer:

"I have not gone into this matter in any way as there is nothing that we can do until we find that silks are on the prohibited list, and until such time we are not worrying as after four years we find that it does not pay. In the meantime we are just where we have always been in regard to silk, and any morning we may find our market closed by an order-in-Council."

A more hopeful note is struck by another manufacturer, who says:

"It is possible the Canadian Government might restrict the importation of dress silks owing to materials manufactured in Canada that might be used as a substitute. This condition, however, is also unlikely owing to the extreme scarcity of wool and the price of same, also the price of cotton materials.

"We might mention, however, that importation of neckwear silk from Switzerland has now become impossible owing to present rate of exchange which has risen as high as 40 per cent. The difficulties the United States manufacturers of textiles are having, owing to the shortage of labor, will make it growingly difficult to get silks from there.

Another View

Still another manufacturer says:

"As far as we know there is no embargo to be placed on the silks for neckwear purposes, although there is a possibility that it might happen at a later date.

"All merchandise being shipped from the United States for the last several months has required an export license from the American War Board, but this has not hindered, to any extent, shipment of neckwear silk to date as most American manufacturers are able as far as we know, to get through their full shipments."

So the matter stands. The manufacturers can only hope that no serious interference with their industry will occur, and it does seem that no good purpose would be served by such interference and that therefore the Government will not make any regulations restricting the importation of United States neckwear silk.

Already, however, trouble has arisen regarding the importation of artificial silks such as are used in the manufacture of knitted ties, mufflers, etc. One manufacturer recently wanted to make sure of his supply of these and journeyed to New York to make the arrangement. After a good deal of trouble he succeeded in buying the materials only to find, upon getting back to his home office, that the United States War Board had refused to permit the goods to be sent out of the United States.

Hard to Get Raw Materials Out

Our Canadian manufacturers are suffering a good deal as a result of the difficulty in getting some raw materials out of the States. A deputation from the Canadian Manufacturers' Association is at the present time in Washington taking up the matter of the need of easing up somewhat on shipping restrictions.

FEW TENDER FOR GOVT. ORDER

THE Canadian Government, as is indicated by other news items in this issue of MEN'S WEAR REVIEW, *is becoming an exceedingly large buyer again, and has just called for tenders on about* 90,000 *underwear garments*—55,000 *drawers and* 30,000 *shirts. The specifications call for flat rib which immediately excludes some of the mills from the tendering. Many of the other mills are in such a position that they cannot tender at the present time, so that it seems the Government may find definite action in the way of requisitioning certain supplies from mills necessary.*

Of course, this will have its bearing on the trade, making it a little more difficult for the manufacturer to fill the orders which he is receiving, unless, as is indicated elsewhere, there is an easiny of the wool situation which will more than offset the added call on the mills by the Government demands.

HOW TWO PRIZES WERE WON

"FASHION-CRAFT": Of this well-known mark the company says: "In 1905 when we decided to go into the manufacture of quality clothing, one of the first questions which presented itself for solution was that of selecting a suitable brand name, one which would identify our clothing. We were unsuccessful in our search for a name until it was decided to hold a competition and offer a prize for the best name suggested. Over two hundred names were submitted, and among these was "Fashion-Craft" by Mr. Max Beauvais, general manager of Max Beauvais Limited, Montreal. The name "Fashion-Craft" was enthusiastically adopted. "Craft" meaning art, dexterity, and coupled with "Fashion" it met our desire perfectly. It is unnecessary to add that Mr. Beauvais secured the prize."

R. V. Brown of the Niagara Neckwear Co. Ltd., Niagara Falls, Canada, is now on a trip through the Western Provinces. Mr. Brown will go as far as the Coast before returning.

H. O. Boyer has opened a Semi-Ready store in Lachine.

CUTTING COST OF SWATCHES IN TWO

Neckwear Managers Aim to Reduce Their Overhead Charge and to Conserve Silk at Same Time—Several Schemes Attempted—New Method of Sampling.

THE swatch you looked over the last time a neckwear traveller was in your store, Mr. Retailer, cost according to the figures of one manufacturer about .75. Supposing he has 12 outside men this means 12 swatches or a cost of $9.00. Supposing he sends out 1,000 swatches during the year that means a cost for the swatches alone of $9,000.

Whew! you whistle. A pretty big sum, but after all a necessary part of the expense.

Ah, that is the question! Is it a necessary part of the expense? Manufacturers are commencing to doubt this and are doing everything to cut down the waste of silk to change a costly means of showing you what they are able to make their ties of. Supposing a firm had not 12 but 25 travellers—and some Canadian houses have that number—the cost would be 25 times the cost of each individual swatch. Supposing they send out 2,000 or 3,000 different silks during the year, then the cost of swatches would go over the $50,000 mark.

How Cost is Found

Just how the cost of .75 per swatch is made is fairly easily explained. The swatch was composed of six bits of silk each say 8 inches wide by 12 inches long. Now the silk as received from the mills runs 24 inches wide, so that three widths could be secured out of one width of the piece, and the necessary 12 widths, one for each traveller, could be secured by multiplying this by 4.

That simply means that one and one-third yards of the silk would be required to make the 12 swatches and it would be required of each of the six different colors. So that the 12 swatches would have 1 1/3 yards, multiplied by 6 or 8 yards. With silk at only $1.10 per yard, you will see the silk alone in each swatch would cost $8.80, and with the printing and the work of mounting, cost runs still higher, say $9.00. Each swatch, therefore, would cost roughly 75c.

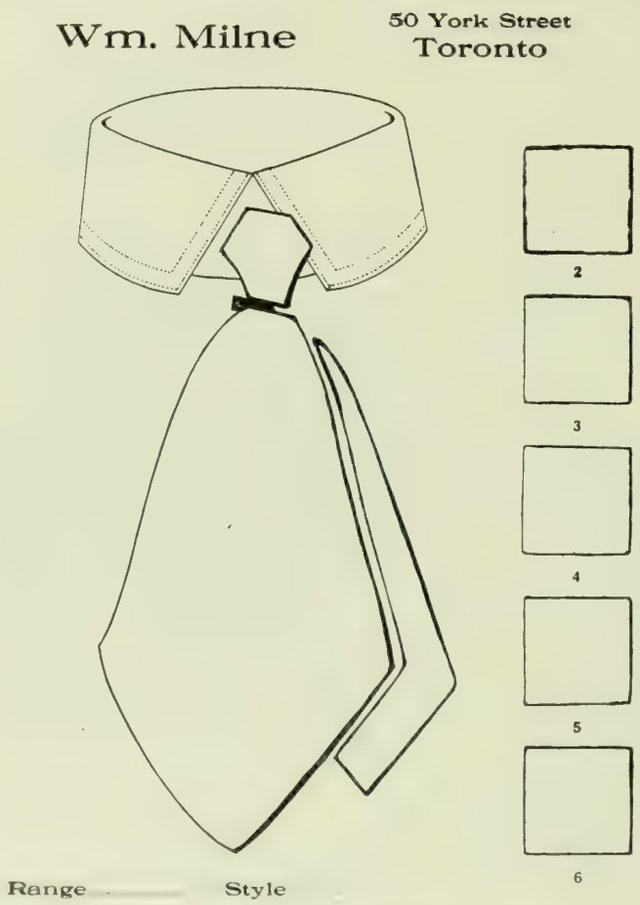
As has been said, manufacturers having been trying various schemes to reduce the cost of getting out their swatches. One manufacturer has reduced the size of each swatch, trying to cut down expense in this way.

Various Schemes Tried

Other manufacturers have increased the size of the swatch, making it of such size that two cravats could be cut from it when brought back. This, however, was not found satisfactory as often the silk was spoiled when it got back, and even where this was not the case the practice resulted in a lot of odds and ends being collected which could not be sold to very good advantage.

The latest move, MEN'S WEAR REVIEW has learned of, is to show one fairly large sized piece of silk in such a way that it gives the appearance of the tie as it will be made up. The other colors in the range are shown in very small squares 1 inch by 2 inches. The big piece is 1½ inches at one end and 6½ inches at the other, tapering down to this size so that two properly sized bits of the silk could be secured from a piece 6½ inches long by 8 inches wide, which means that the 12 samples could be secured from 18 inches of the silk. The smaller pieces could be taken out of about 2 inches of the silk. The entire samples therefore could be gotten out of 15 inches of the silk, with silk at $1.10 a yard, total cost of 46c for the material.

Herewith is illustrated this scheme for saving material. The belief is that it will show the merchant exactly what he is buying more clearly than he can see from swatches. Of course everything in the nature of a style of manufacture will be shown in the cravat itself.



Showing neckwear silk effectively, and conserving silk at same time.

The tie as here shown, is a cut out in the cardboard through which silk shows. Other colors in which cravat comes are shown in the small squares.

STEEL AEROPLANE WINGS MAY RELIEVE LINEN SITUATION

THE linen problem is growing steadily more difficult. Just recently some large handkerchief shipments for Toronto houses have been lost at sea, shipments that were intended to fill immediate orders; and as there is no more linen in sight, the demand will have to be filled with cotton.

Imports from the Irish manufacturers are almost negligible and Russia is not producing flax in any quantity. Ireland only produces about one-eighth of the total output in normal times.

The retail trade situation in linen lines is eased to a certain extent by inter-store trading. Buyers are seeking goods wherever they can be found. Price is not a consideration, the big problem is to get the goods.

Just now there are some tests being made with rolled sheets of steel 1-1000 inch thick for aeroplane wings. If satisfactory, the big need for linen will be relieved. The sheet steel is stronger than linen, will not burn or tear and the production is practically unlimited. However, only experiments have been made with it and it will be some time before the linen market is relieved by such possible substitution—certainly not during 1918.

We can make

Immediate Delivery

of

Men's Trousers, Work Shirts,
Overalls, Boys' Bloomers,
Kiddies' Cover-All

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J.A. HAUGH MFG. CO. LTD.

All made to

Arm and Hammer Brand Standard

of Strength and Durability

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658 KING STREET WEST, TORONTO

TAPATCO
REGISTERED TRADE MARK
BRAND

Sell Tapatco Gloves to the Backyard Gardener

TAPATCO Dealers can realize extra sales this year by connecting their displays with the increased food production activities.

For Backyard Gardeners, for "Farmerettes," for Mechanics, Munition Workers—for everybody requiring a real, comfortable, reliable work glove, TAPATCO has no equal.

Note the variety of styles:

Gauntlet, Knit Wrist and Band Top Styles in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

The
American Pad and Textile Co.
CHATHAM, ONT.

WAR BOARD INDICATES HUGE CLOTH SCARCITY

Manufacturers Urge Government to Buy Only for its Immediate Needs—The War Board Wants to Know Who Would Suffer if no Cloth for Civilian Use Came Through—Retailers Might as Well Prepare for Scarcer Goods—Fewer Patterns and Probably Higher Prices

ON June 25th representatives of the clothing manufacturers met with the War Purchasing Board at Ottawa. News of what transpired is gathered by MEN'S WEAR REVIEW just as the last form goes to press. The result of the gathering, however, can be very briefly given. Indeed, nothing of a definite nature was decided; yet the situation was made to appear serious indeed, and it seems that for fall 1919—if the war continues—Canadian cloth, for the manufacture of civilian clothing, will be practically unobtainable. Before that time cloth will become increasingly scarce, and variety of patterns will be reduced tremendously.

The manufacturers asked this of the War Purchasing Board—that they call only for what cloth they must have. It was said that in the past the Board ordered so much khaki cloth that it had to sell thousands of yards to the U.S.A. The cloth was sold at a profit of course, but its manufacture, when not needed, bared the Canadian civilian market just that much more.

The War Purchasing Board asked the manufacturers to frankly say if harm would result to the people of Canada should no Canadian cloth get to the Canadian clothing trade for a period.

Manufacturers replied that the people as a whole would get along nicely for a time, but that the manufacturing organizations—built up as a result of years' of work—would be disrupted; that people would be turned out of employment who are not fitted for other employment; that the retail distributing system would be overturned; that almost incalculable harm would result—to be avoided if possible.

Manufacturers emphasized the change brought about by the war, whereby instead of 85 per cent. of cloths used in Canada coming from Britain, or the U.S.A., and 15 per cent. from Canada itself, now 85 per cent. comes from Canada and 15 per cent. from abroad. They urged that mills capable of producing cloth should not be asked to produce blankets, as is in some cases now a fact, since this occupies the looms on cheap production, and tends to defeat the aim of rectifying the balance of trade.

It was urged that Canadian manufacturers can buy woollens in the U.S.A. if they pay the high price plus the duty. This being so, the manufacturers said: "Why not let rich Uncle Sam buy these high-priced cloths for his soldiers, and let us keep our cheaper cloths? If we send moderate-priced cloths and blankets across the line, and bring back some expensive cloths, and some clothing to take the place of our clothing which is put off the market, the balance of trade will assuredly be given a further setback."

To these arguments the War Board gave courteous attention. No definite outline of the policy to be followed was given by the War Board, but the indication was that the Government is to be a much heavier buyer of woollens—that the manufacturers will, therefore, have more difficulty in getting cloth; that they will have less, therefore, to sell the retailer, less not only in quantity, but in range of patterns.

"YOU KILL OUR CAT, WE'LL KILL YOUR DOG"

This Retaliatory Attitude Threatened Between Canadian and United States Government is Far as Hides and Leather Are Concerned

THOUGH matters are a little indefinite at present it does seem that retaliation is being practised between the American and Canadian Governments with regard to shipment of leather products and of hides.

There is, as readers of MEN'S WEAR REVIEW will understand, a considerable amount of traffic in hides and in leather between the United States and Canada. In light leather Canada produces more than she uses and has an exportable surplus which is sent to the United States. In heavy leather it is the other way round. The United States produces more than she requires and exports a surplus to Canada.

Recently the United States forbade the exportation of hides to Canada. Shortly after this the Canadian Government forbade the exportation of hides to the United States. Then the United States forbade the exportation of leather, made from hides, to Canada. The Canadian Government shortly after this took action on its own part, forbidding the exportation of Canadian hides made into Canadian leathers to United States.

Tanners at Ottawa

So the matter stands at the moment, and is of course causing considerable uneasiness, so much so that representatives of the leather-making industry of Canada are now at Ottawa trying to take up the matter with the authorities there in such a way that relief will be secured.

At the moment no real hardship is resulting. The exportation of heavy leathers and of hides is forbidden from the United States to Canada except for the filling of American war orders, for which contracts have been placed here. Yet both hides and leathers can be secured under license, and so far the licenses have evidently been obtainable by American shippers, for the leathers have been coming through pretty satisfactorily.

So it seems to be with the Canadian light leathers, which ordinarily go to the United States. Licenses have been obtainable. The trade, however, does not know where it stands and wants a definite ruling on the matter.

"The Line of Unusual Values"

THE Lang SHIRT

We are in a position to help you sort up your Summer stocks in shirts and boys' blouses and will be glad to learn of your immediate needs, or to have you visit our factory.

As for Spring, 1919–our representatives will take the road shortly and will have a range which we feel will delight you. Prices, considering advances in materials and labor, are very reasonable. The workmanship is the Lang standard.

The variety of cloths and patterns is the result of the most thorough canvas of the mills.

Shirts and blouses made under the Lang quality-assuring label, or with your own name if you wish this.

The Lang Shirt Co., Limited

KITCHENER, ONT.

At the moment it seems that the shoe industry will be most affected should the U. S. hold up exports of leathers. The heavy leathers are used for soles and their being barred from entering Canada would make a complicated situation.

For light leathers the Canadian market is, as has been said, more than self-sufficient. Patent leathers, etc., will therefore be obtainable.

Prices May Be Regulated

These restrictions under ordinary circumstances have an effect upon prices which would almost certainly send these still higher. The United States Government, however, has placed price restrictions both upon hides and upon leathers. This is to prevent speculation on the market. Tanners can only pay a certain amount for the hides, and shoemakers can only pay a certain amount for the finished leather. No amount of bidding against one another, therefore, will force up the price.

There is the feeling that some such price restrictions will be placed in Canada unless the restrictions preventing certain leathers from coming into Canada and other leathers from going out are lifted.

LAUNDRY BILL A CONSIDERATION WITH BUYERS OF MEN'S COLLARS

Sufficient time has elapsed for retailers of men's wear to form an opinion on the results of the advanced price on laundered collars. It is now six weeks since the price was fixed at the even quarter of the dollar. Some retailers are inclined to think the new price has had a tendency to divert trade to the soft collar, but this is a difficult thing to trace except in a few instances where retailers report that customers who asked for laundered collars, on being informed of the new price would change their mind and purchase soft collars instead. For these soft collars the same price, or higher was paid, and it is quite evident the customer figured his saving would result in having the laundry done at home.

No doubt many a purchase of soft collars is accounted for in this way. Laundry is not a large item, but it is a consideration these days when one is continually facing advanced prices on everything.

The soft collar very evidently is now worn by all classes, the percentage sold varying in some stores from 10 per cent. to 50 per cent. of a total collar trade. Most stores say the one tone effects are meeting with increased favor.

Some retailers report greater demand for cleanable collars, this probably resulting from the desire to have a stiff collar without the laundry bill.

Enquiring from one well-informed retailer when the next advance in price would likely to take place, the answer came, "not for at least a year. So confident am I of this that I intend to reduce my stock considerably." Others think differently, but further advances do seem in the distant.

NOT SHIPPING DENIMS TO U.S.A.

Authority on the Situation Says This Not Being Done Except Indirectly—Looks for Big Canadian Government Orders Which Will Further Complicate Situation.

"IN so far as our company is concerned we are not at the present time supplying any goods to the United States Government direct. We have been urgently pressed by Washington to let them have a portion of our product, but in view of the fact that there is such a shortage of goods in Canada, we feel that we ought to give the home trade first attention.

"We are supplying to some of the manufacturers denims that are being made into garments, and later shipped for use of the American troops. Most of this cloth is being supplied to Canadian manufacturers on their regular orders. This, of course, makes the shortage of goods more acute in Canada, and I fear that the situation is going to become worse rather than better until the end of the war.

"Many of our friends feel that as the United States is now fighting side by side with us that we ought to treat Washington the same as we treat Ottawa. There is a good deal to be said for this view of the situation. However, so long as it is at all possible for the United States to supply the wants of its army from mills within that country I personally feel that we ought to distribute the bulk of our product in Canada.

"In so far as the demands of the Canadian Government are concerned we have had no very large orders from them for some time now. Of course, either directly or indirectly we are continuously supplying a larger or smaller quantity of goods to the Canadian Government, but the volume for the past few months has not been excessive.

"There are rumors that the Canadian Government is going to in the near future call for a large quantity of cotton goods. If this call should come we will, of course, have to respond to same, and will be compelled to give such orders the preference over all other business. However, as I have stated, only rumors have reached us thus far, and no definite request has as yet come before us.

"Even though such a demand from the Canadian Government should not materialize, there is no doubt but that there is going to be a very heavy shortage of cotton goods in this country for the next few months, and it appears to me that the shortage is going to become more acute as each month passes.

"We are told that the United States Government is now taking about 80 per cent. of the product of the heavy goods mills in the United States. This would leave only 20 per cent. of the mills' product for the civilian trade, which, of course, is entirely inadequate. Besides, too, none of the mills in either Canada or the United States are obtaining a maximum product, for the reason that the necessary help is not obtainable. Through enlistment and the draft we have lost most of our men, and female labor is also exceedingly scarce. The situation for the future, therefore, is not at all reassuring, and so far as I can see the present shortage of goods is going to become more acute so long as the war lasts."

C. O. Paton, of the Mercury Mills, Hamilton, in charge of the wholesale selling office recently opened in the Foy Bldg., Toronto.

BAD FIRE IN PEMBROKE BUSINESS DISTRICT

KEHOE, SLATTERY & CO. and Jewell & Brunette, men's wear dealers of Pembroke, suffered total loss by fire on June 18th. Leary & Shields' big departmental store was also in the block that was completely destroyed. Total loss is estimated at one million dollars.

It's Easy to Convince a Man Nowadays of KANTKRACK Collar Economy

Just show him the big money-saving possibilities of this truly linen-like composition collar.

KANTKRACK Collars are to all intents and purposes linen collars with one big difference—*they never require laundering.* In up-to-date styles. Wide range of sizes, and all round good looks the KANTKRACK line will compare favorably with any linen collar on the market.

12—18½

12—18½

No matter how soiled a KANTKRACK Collar may become sponging with a damp cloth will instantly restore it to its original cleanliness.

This quick cleaning feature and their real linen finish will keep a stock of KANTKRACK Collars moving briskly from your shelves. And you make good profits.

The Parsons *and* Parsons Canadian Company

Makers of the famous KANTKRACK *Composition Collar*

Est. in U.S.A., 1879. HAMILTON, CANADA Est. in Canada, 1907.

Canadian Manufacturers for THE ONLI-WA TIE Holders sold at $3.50 per dozen.

If you have a business to dispose of, or are in need of efficient help, try a want ad. in MEN'S WEAR REVIEW and let it assist you in filling your needs.

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SPACIOUS STORE VACANT RIGHT ON Market, Hamilton, one block west James, half block north King. Established stand for men's wear business. Former tenants did successful clothing business. Right location for farmers, working and middle class trade. Thos. Ramsay, 15 Market Square, Hamilton.

CLOTHING SALESMAN. FOUR YEARS. Saskatchewan and Manitoba, open to correspond with manufacturer wishing man with connection for Western Provinces. Write Box 1711, Men's Wear Review, Toronto.

AGENT REQUIRED MEN'S WOOLLENS. MUST have sound connection wholesale and large buyers. J. W. Thompson & Co., 26, Quebec Street, Leeds, England.

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Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

They always please:

LION BRAND BLOOMERS

Please not only the Boy, but the Boy's Parents as well, thus guaranteeing the dealer satisfied customers in addition to the good big profits that every sale produces.

Make Lion Brand Bloomers the foundation of a big juvenile department.

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Factories: Clinton Goderich Exeter Seaforth

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Here they are—as attractive a range as you could possibly wish to select your stocks from. They are DEACON SHIRTS—the line that wins on its merit. See them before you close your next order.

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Garment Hangers

No. 74B

$12.50 per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

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Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

We confidently claim

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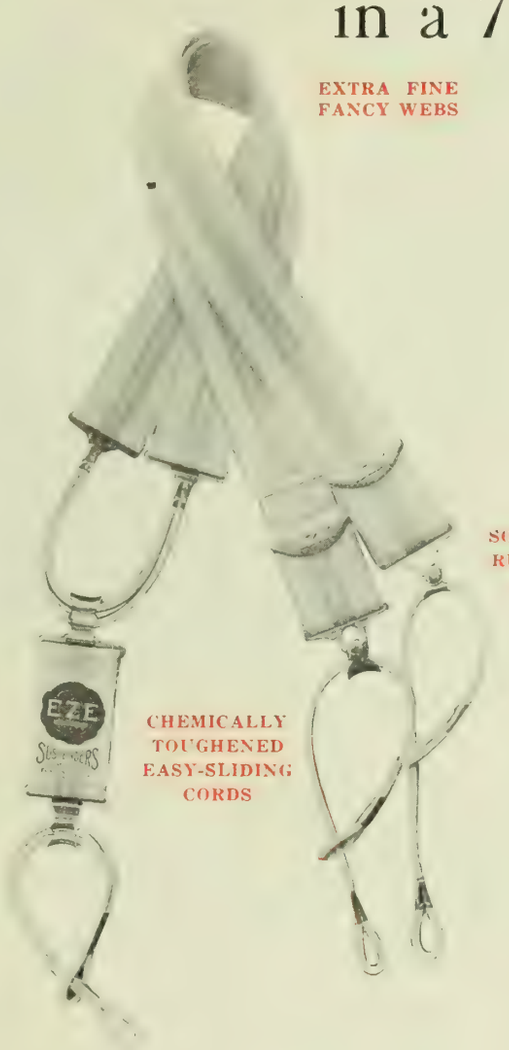

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"ONE OF THE FAMOUS 'KING QUALITY' PRODUCTS"

We've decided to keep up the proven, highest quality standard of guaranteed "EZE" Suspenders. But rising costs of the high grade materials used in their construction have at last forced us to raise the price. They're now retailing just as quickly at 75c. because the old genuine "King Quality" still goes in!

And the new price is still low enough to give you more than ordinary profits!

Protect yourself now. War conditions may make it impossible to maintain the present low price!

The
King Suspender & Neckwear Co.
TORONTO, CANADA

Stifel's Indigo Cloth

Standard for over seventy-five years

For Men's

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and

Miss Stifel Indigo

the kid glove finish cloth for women's

Overalls and Work Clothes

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the women's work garment business.

Manufacturers, Dealers, look for the boot trade mark on the back of the cloth when buying—it's your guarantee and your customer's guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

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SUPER-STANDARDISED QUALITY
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"THE BEST IN THE WORLD"

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Prove it yourself—ask for patterns—
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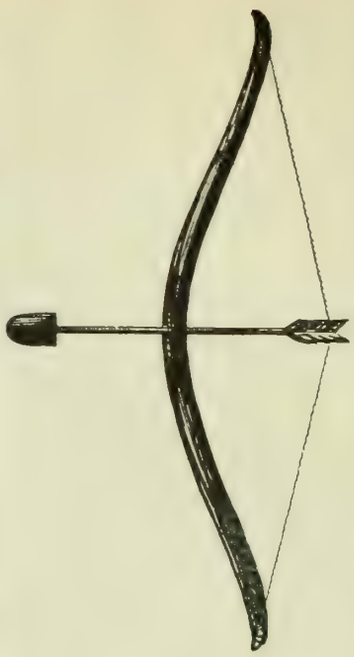

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The Boy

This bow and arrow, with your firm name and address printed on it, will draw him to your boys' department.

Including printing of firm name and location, per hundred $15.00
Per thousand $125.00
Deliveries ready for August 1st.

Just one of the new lines designed by

The Taylor Mfg. Company
HAMILTON, ONTARIO

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAYNSTERS

When planning for your 1919 Raincoat trade, it will pay you well to see the DOMINION RAYNSTER line before placing your order.

Hundreds of the best dealers throughout Canada give us their orders regularly for the DOMINION RAYNSTER line. They are more than pleased with the DOMINION RAYNSTER style, cut, workmanship and finish. The quality of each garment is equally pleasing.

Your interests will be best served by ordering DOMINION RAYNSTERS for 1919.

Our nearest branch can supply catalogues, swatches and price lists.

Canadian Consolidated Rubber Co.
LIMITED
HEAD OFFICE: MONTREAL

Service Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria.

Dominion Raynsters are made in Canada.

ASK FOR THE TOOKE HOOK

We illustrate here a sample page from our New Soft Collar Catalogue

If you haven't received your copy, let us know

Tooke Bros., Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII. PUBLICATION OFFICE: TORONTO, AUGUST, 1918 No. 8

It Springs

at once into popular approval. Your most particular customers will come back for this new 75c

King Tiger

POLICE AND FIREMEN BRACES

Guaranteed Unbreakable

As strong and tough as its name!---heavy cushion-back web---(quality only possible through old contracts)---solid army-leather trimmings---steel reinforced back.

Stock *"The Tiger"* Now

The King Suspender & Neckwear Co.

TORONTO, CANADA

The Guaranteed Forsyth Shirt

Niagara Neckwear Novelties

Introducing Our Lines for Autumn

Designs
Colorings
Qualities
Prices
to meet every requirement.

Prices
Range
$5.50
to
$18.00

Our early advance ranges for Autumn are now out with our salesman—Look them over.

"Mitchell Slide Easy" Bands

NIAGARA NECKWEAR COMPANY
LIMITED
NIAGARA FALLS, CANADA

If interested, tear out this page and place with letters to be answered.

Panama Hats For 1919

Our samples, fit successors to those we have formerly shown as products of our large factory, are now in the hands of the leading Canadian hat jobbers, and will be taken to the Canadian hatters within the next few weeks.

While the price of straw hats is continually advancing, Panamas are at practically the old price. We therefore advise covering your needs with your jobber at once. This will ensure delivery at to-day's price, even though the prices go considerably higher, as seems possible on account of higher prices for material and greatly increased importation charges.

Canadian Panama Hat Co., Limited

Manufacturers, Importers and Exporters

345-349 Adelaide Street West, - TORONTO

If interested, tear out this page and place with letters to be answered.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

We announce the range for Spring, 1919

Monarch-Knit Hosiery

for men, women and children in Silk, Lisle, Mercerized, Cotton and Cashmere.

Silk Sweater Coats

A beautiful array of striking new styles for women.

Woollen Sweater Coats

Popular and exclusive styles for women and children.

Bathing Suits and Jerseys

The very newest modes in bathing attire for men, women and children. Also jerseys for men and boys.

Monarch Floss and Monarch Down

These highly popular yarns for patriotic and economical hand-knitting in 30 colors.

Our travellers will start out early in August with a complete range of samples.

The Monarch Knitting Co.

Limited

DUNNVILLE, ONTARIO

Factories at Dunnville, St. Thomas and St. Catharines, Ont., and Buffalo, N.Y.

ARROW

ATHLETES

Under SUITS

for MEN

STRIKE a new note in the development of comfortable dress. In this underwear you can offer a full blouse shirt attached to solid trouser-crotched drawers. A "union" of the upper and lower garments made in such a way that one does not strain or pull the other.

You Should
Stock and Feature
Them

Permit us to show you the line and our sales promotion plan.

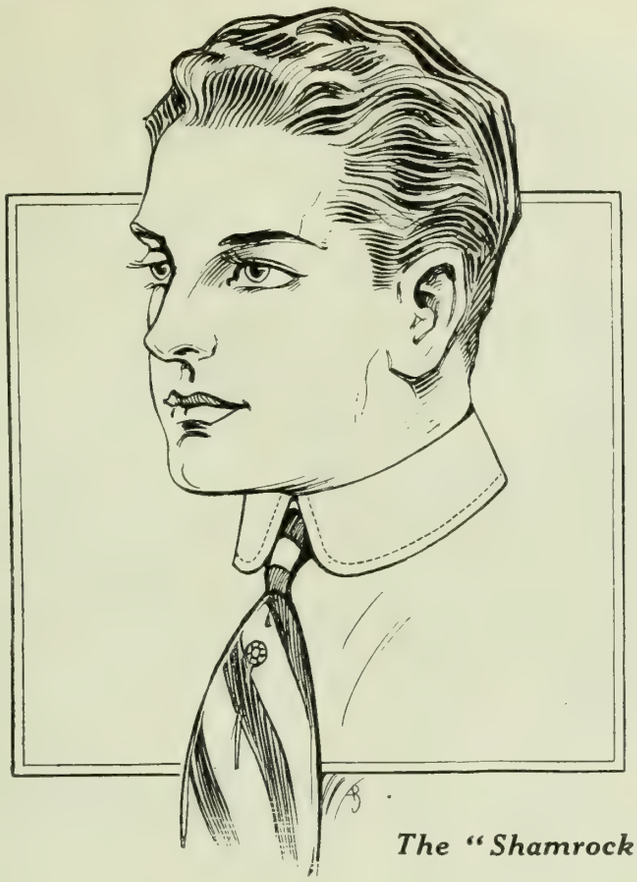
Cluett, Peabody & Co., Inc.

Factory: ST. JOHNS, P. Q.

MONTREAL TORONTO WINNIPEG VANCOUVER

If interested, tear out this page and place with letters to be answered.

DU PONT



The "Shamrock"

The Appearance that keeps your Customers Satisfied

ARLINGTON COLLARS

It is the excellent appearance of Arlington Cleanable Collars that makes them sell easily.

The linen-like finish retains its "newly-laundered" effect for the full life of the collar and you may count on satisfied customers — always — when you sell this well known line.

Economy is the big talking point with Arlington Collars. The cleanable feature appeals strongly to almost every man who enters your store. Arlington Collars cannot wilt in the warmest weather and do not develop saw edges.

Shapes and sizes to meet your every demand.

The Arlington Company of Canada
Limited

76 Bay Street - - Toronto

Read Building, Montreal. **Travellers Building, Bannatyne Street, Winnipeg**

If interested, tear out this page and place with letters to be answered.

FRASER'S

Men's and Boys' Caps and Kiddies' Hats for Fall

Our new assortment offers you a splendid sales-making combination of Good Appearance and Long Wear.

Fraser Caps for Men and Boys are the quality kind that you'll be proud to sell and that the men of your town will be proud to wear.

Fraser's Kiddies' Hats are all hand-blocked and lined with unbreakable French canvas.

Our representative can call whenever you say. Ask us by postcard.

THE FRASER CAP CO. - LONDON, CANADA

CAP MAKERS FOR 20 YEARS

TAPATCO
REGISTERED TRADE MARK BRAND

Sell Tapatco Gloves to the Backyard Gardener

TAPATCO Dealers can realize extra sales this year by connecting their displays with the increased food production activities.

For Backyard Gardeners, for "Farmerettes," for Mechanics, Munition Workers—for everybody requiring a real, comfortable, reliable work glove, TAPATCO has no equal.

Note the variety of styles:

Gauntlet, Knit Wrist and Band Top Styles in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

The
American Pad and Textile Co.
CHATHAM, ONT.

Wait for the Christy Man

A record we are proud of

THIS season we delivered one hundred per cent. of all orders taken. The coming season we are in a position to do the same, and we can positively take care of your usual requirements for Christys' Soft Hats or Christys' Stiff Hats or Christys' Straw Hats.

And in addition we carry a full range of Soft Felt and Straw Hats from the best known Canadian factories.

Place your business where you get what you want when you want it.

CHRISTYS' LONDON

WE want to lay emphasis on one most important point. We have just received a big shipment of Christys' Soft Hats in the fashionable colors, and can supply your Fall sorting needs. These hats are ready for immediate delivery. Nobody thought we could do it. Send us your order at once and we'll prove it.

Drop in to see us during Exhibition Week

Now we are practically settled in the new home we recently bought and altered to suit our needs at 108 Wellington St. West. Visit us. Our showrooms are only a step from the Union Station—just around the corner from York Street.

Ansley-Dineen Co., Limited

108 Wellington St. West, Toronto

Sole Agents for

Christys & Co.
Hillgate & Co.
Scott & Co.
Peel & Co.

If interested, tear out this page and place with letters to be answered.

The Gloves that make permanent customers

Carhartt Gloves give double wear for single price. Note the reinforcement as shown in the accompanying illustration. These gloves are a perfect combination of high-grade material with high-grade workmanship.

Union Made

and Guaranteed

against any defect of material or manufacture. They are unquestionably the most popular working gloves made.

Order an assorted shipment. Prices range from $8.50 to $24.00 per dozen.

Exhibition Visitors will be welcomed at our plant.

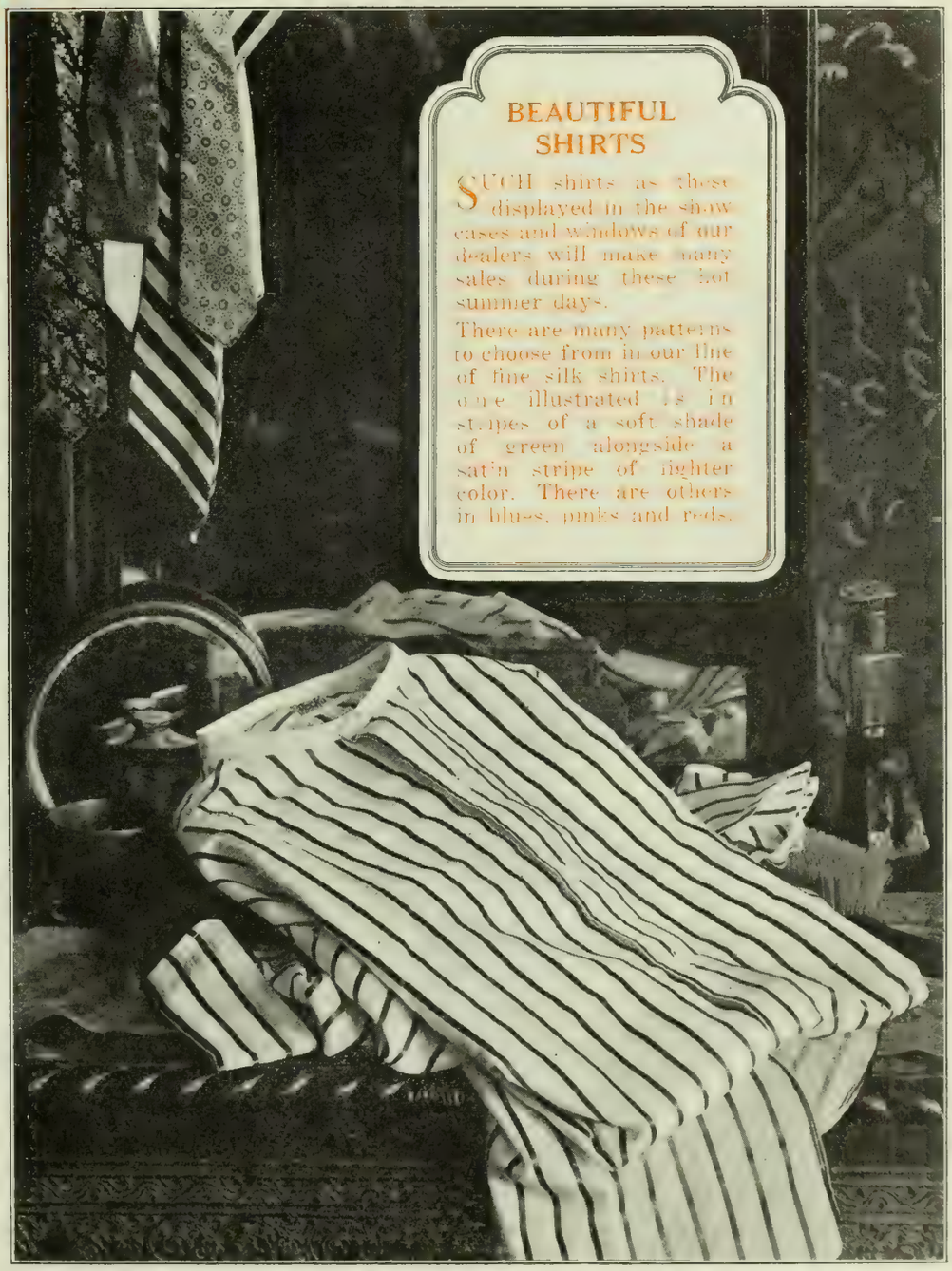
Hamilton Carhartt Cotton Mills, Limited

535 QUEEN ST., EAST, TORONTO UNIT

Toronto **Montreal** **Winnipeg** **Vancouver**

If interested, tear out this page and place with letters to be answered.

Peck's


BEAUTIFUL SHIRTS
SUCH shirts as these displayed in the show cases and windows of our dealers will make many sales during these hot summer days.
There are many patterns to choose from in our line of fine silk shirts. The one illustrated is in stripes of a soft shade of green alongside a satin stripe of lighter color. There are others in blues, pinks and reds.

SILK is an all-year material, but just now when coats are discarded so much it is finding special favor. In your town you will find that there are many men who will want shirts such as these. *Why not send an order for a dozen or more?*

John W. Peck & Co., Limited

MONTREAL WINNIPEG VANCOUVER

If interested, tear out this page and place with letters to be answered.

Everything for Life in the Open

SILK TENTS AND "REPELLANT" BRAND ARMY DUCK TENTS. Best money can buy.

"NAIDANAC MAKINAW" Street Suits, Blazers, Shooting Coats, Pants, Shirts, etc. Pure wool, waterproof.

SLEEPING BAGS, BLANKETS, SWEATERS, UNDERWEAR.

Let us know your requirements for equipping camping, hunting, fishing parties, lumbermen's supplies, etc.

GRANT---HOLDEN---GRAHAM, LIMITED

Factory and Warehouse: 147-151 ALBERT STREET, OTTAWA, CAN.

Taylor-Made

Here is a New Feature to Interest

The Boy

This bow and arrow, with your firm name and address printed on it, will draw him to your boys' department.

Including printing of firm name and location, per hundred $15.00
Per thousand $125.00
Deliveries ready for August 1st.

Just one of the new lines designed by

The Taylor Mfg. Co.
Hamilton Ontario

Have you seen the new Deacon Shirts?

They are Stylish and Distinctive, with the Big Values and all-round Excellence for which Deacon Shirts have long been famous.

Look them over before you get in that new stock. We invite comparison.

The Deacon Shirt Co.

Belleville, Ontario

THE MANCHESTER RAINCOAT WARRANTED TO STAND ANY CLIMATE

MANCHESTER RAINCOATS
Ready for 1919

See Our Travellers — or — Write for Samples

It will pay you to see the *MANCHESTER RANGE* before placing your order. The style, cut and finish of these garments, and the wide variety of cloths from which to choose, assures you ready sales. We bought the best British waterproof materials far in advance—and so can quote you most interesting prices.

"Get into touch with us"

Manchester Waterproof Clothing Co.

319 ST. JAMES STREET, MONTREAL

Telephone Main 1342

THE MANCHESTER RAINCOAT WARRANTED TO STAND ANY CLIMATE

If interested, tear out this page and place with letters to be answered.

Three Stunning Poses

Two of which represent the nifty appearance of K. & S. garments, as worn by smart dressers. Despite the growing scarcity of materials the K. & S. line for Spring, 1919, will represent the highest in up-to-date styles and materials and the trade is assured of the same thoroughly reliable, custom-satisfying garments. All we ask is that you pass no opinion until you see our line for Spring. A postcard will bring our representative to you.

Set the date NOW

Kaplan, Samuelsohn and Company

1620 Clark St., MONTREAL

If interested, tear out this page and place with letters to be answered.

THE Lang SHIRT

"The Line of Unusual Values" Will Shortly Be Shown for Spring

IN spite of all difficulties we have gathered together ranges of Shirts and Boys' Blouses, of which we feel proud. We feel you will appreciate the Lang range, when you see it within a few weeks.

REMEMBER, these shirts and blouses will be made with your label, if you desire; but always the workmanship will be the Lang standard, which ensures satisfaction to the wearer.

OUR models, of course, come in varied sleeve lengths, if you wish these.

Call upon us when at the Exhibition.

In our Toronto Showroom, 513 Empire Building, 64 Wellington Street West, there will be a goodly number of samples for your inspection. These and a most cordial welcome.

The Lang Shirt Co., Limited

KITCHENER, ONT.

If interested, tear out this page and place with letters to be answered.

Knitted Goods

made to

Build Business

Such is the *Acme Line.* Quality, Style, Fit and Finish are our measure of Value.

The new range is replete with models that will be fast sellers. Examine carefully the model illustrated to the right—note its snug fit, the smooth manner in which the large shawl collar lies, and its all around appearance of solid comfort.

ACME
TRADE MARK

Will Win Prestige For You

The great fundamental factor in winning trade—and holding it—is to handle merchandise that assures your customers **Satisfaction.** Goods of **Acme** manufacture are not just *made to sell* but they are *made to build business.* Our travellers will presently be on their territories with splendid new assortments for **Fall Sorting and Spring Placing.**

FINE GLOVES
WORKING GLOVES
WORKING SHIRTS
CLOTHING SPECIALTIES
OVERALLS

Don't neglect to investigate these offerings.

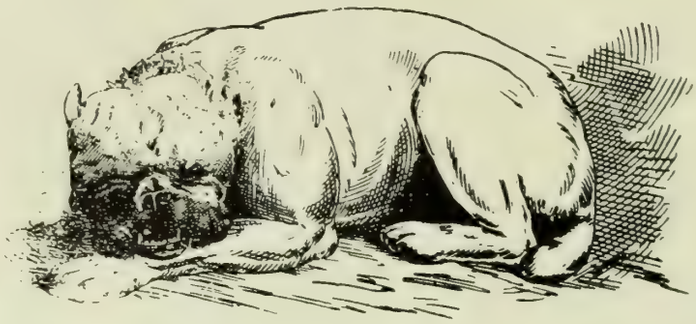
We can "show" you.

ACME GLOVE WORKS, LIMITED

MONTREAL

If interested, tear out this page and place with letters to be answered.

Unapproachable Values



in

Waterproof Coats

TRUE-FIT BRAND WATERPROOF. TRADE MARK REGISTERED TRUE FIT SW&Co. GUARANTEED TO STAND ALL CLIMATES

Did you ever stop to consider how easily one can be deceived in a Waterproof Coat?

Labelling a coat "waterproof" doesn't make it so—everything depends upon what goes into it.

Sell your customer a real waterproof and you sell him the satisfaction that will make him a regular patron.

In TRUE-FIT, DEPENDABLE, DOUBLE TEXTURE WATERPROOF COATS we are offering the best all-round weather-proof coats on the market.

Our Travellers will be out shortly with a full range for immediate and Spring wear.

Don't decide until you've seen what we've got.

We are sole agents for Canada for the
AQUATITE BRAND
Gentlemen's Yarn-proof Coats.

Samuel Wener and Co., Limited

SOMMER BUILDING ∴ ∴ MONTREAL

If interested, tear out this page and place with letters to be answered.

To Gillette Dealers:

Luxurious Self-Service Untaxed
War is demanding of those at home many economies.
GILLETTE SAFETY RAZOR CO., OF CANADA, LIMITED.
Register
The Man-Power of Canada
includes
The Young Men of Sixteen
Keep Down the Temperature of Your Summer Shave
Bulldog Set
$5.00
Making Ten Blades Grow Where One Grew Before
is Your Gillette Shave as Cream and Easy as Your Friend's
PRODUCE FOOD CONSERVE
But Have Your Relaxation
Your S.O.S. Boy goes to do a Man's Work
Give Him a Man's Razor!
GILLETTE SAFETY RAZOR

These are YOUR OWN ADVERTISEMENTS

We pay for the advertising, but that is all.

The man who is converted by the argument to Gillette shaving does not write to us—

He looks around for a dealer—

He wants to buy, and if he has not a dealer in mind he will look out for window displays.

Ten to one, if he has a dealer in mind it is because of past window displays.

DO YOU GET THE POINT?

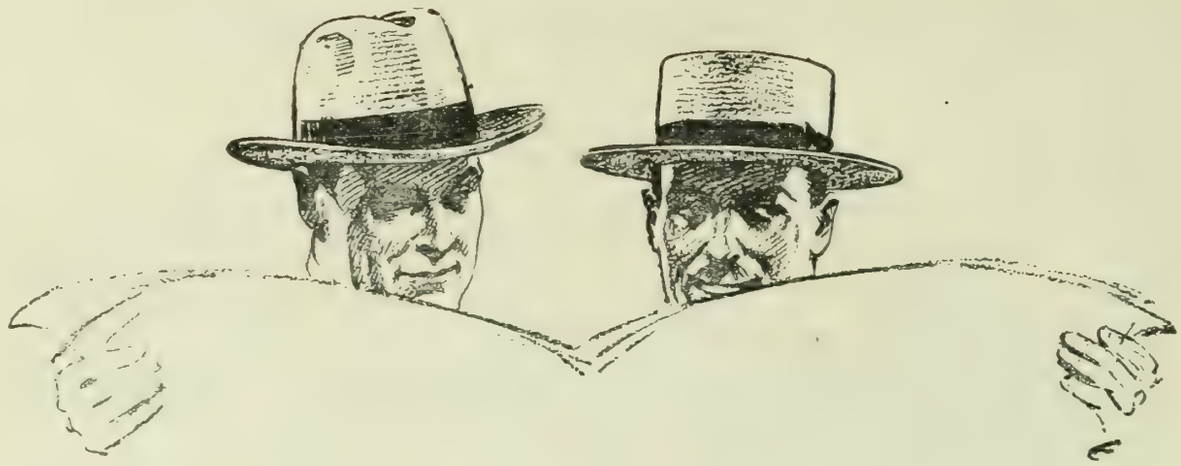
A good display of Gillette Razors and advertising matter is equivalent to putting your own name and address at the bottom of our advertisements.

Gillette Safety Razor Company of Canada, Limited

Office and Factory

65-73 St. Alexander Street, MONTREAL

If interested, tear out this page and place with letters to be answered.



GOOD NEWS!

To those dealers who believe that satisfied customers are the most bankable asset in the long run the new range of

MONARCH HATS

will have a particularly strong appeal. Every customer-pleasing essential is here—*quality, style* and *price.*

FELT HATS
STRAW HATS

See them before you place your Spring 1919 order.

A visit from our representative will mean money to you. Write for appointment.

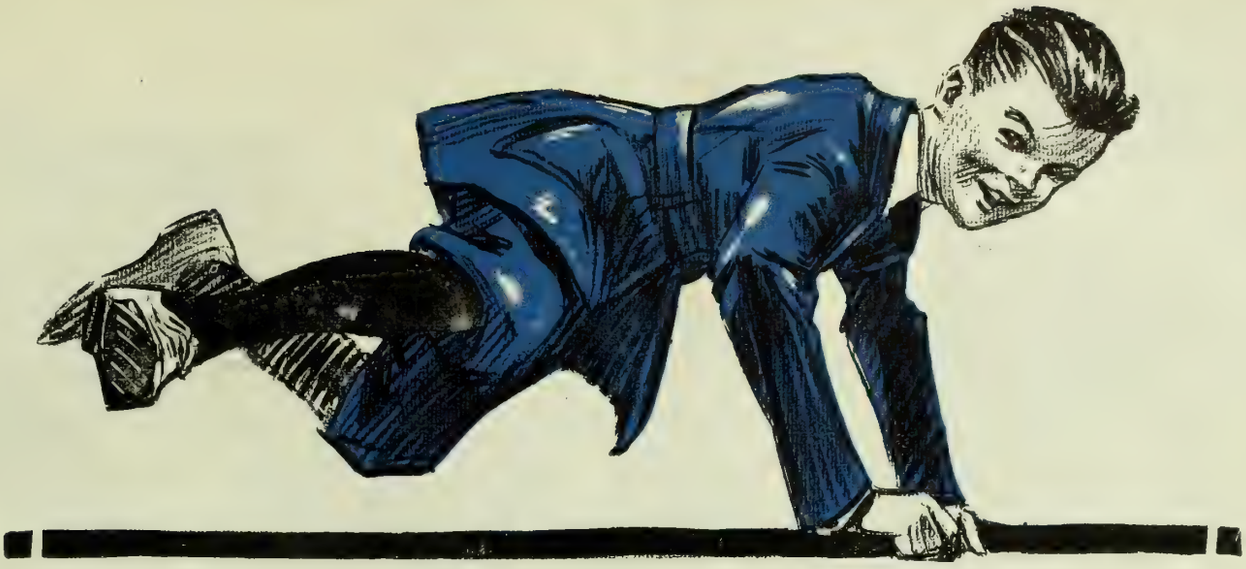
His Majesty George V.

L. Gnaedinger, Son & Company

90, 92, 94 St. Peter Street, Montreal

ESTABLISHED 1852

If interested, tear out this page and place with letters to be answered.



"OVER THE TOP"

We have "cleared" the highest mark of Style and Value in our new assortment of

Wearbetter

Clothes for Boys

Your boys' department is one of the most important at this time, and we can assist you in making it still more so.

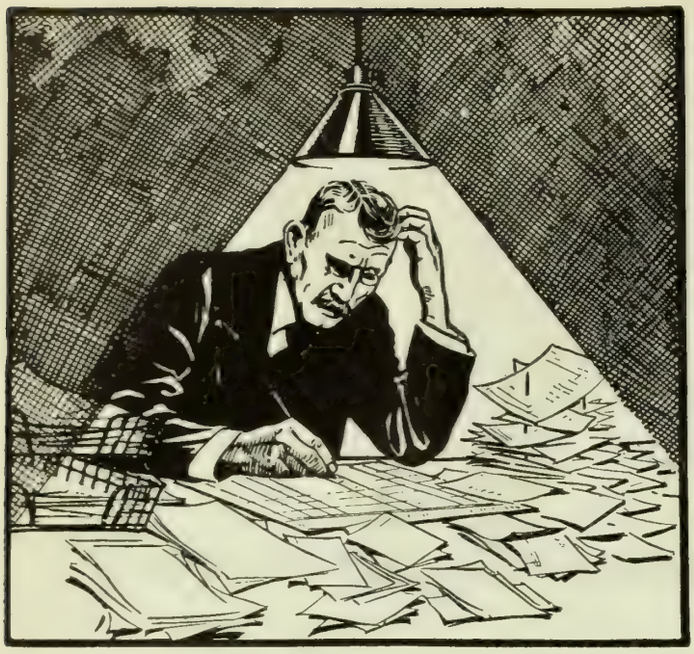
We have prepared as never before for a big business in this line, and you will find STYLE, QUALITY and MATERIALS a wonderful trio of varied and interesting values.

Walter Blue & Co., Ltd.

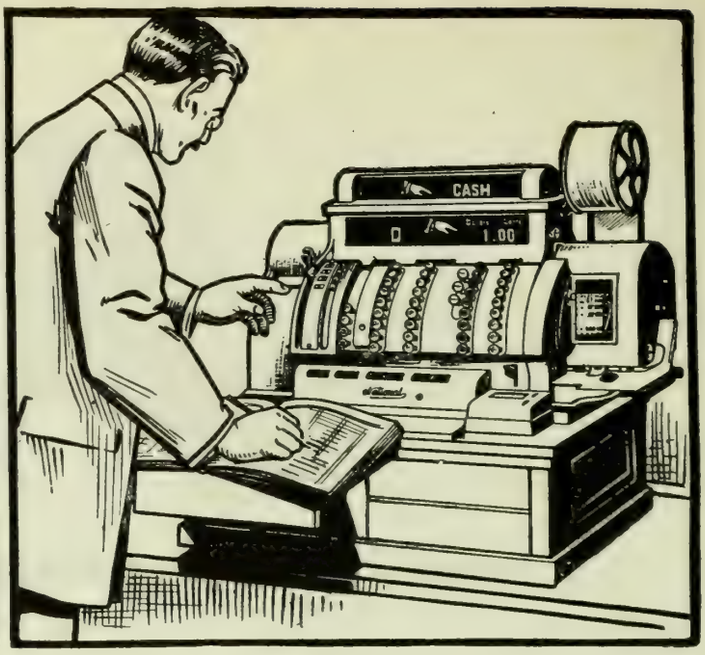
Makers

SHERBROOKE, QUEBEC

If interested, tear out this page and place with letters to be answered.



The old way



The new way

A man should not do the work a machine will do for him

A merchant, with all his troubles, should never do the work that a machine does better and quicker.

Our newest model National Cash Register makes the records which a merchant needs to control his business. It does fifteen necessary things in three seconds.

Without the register a man cannot do these things in half an hour.

With the register, even a new clerk can do them just by pressing the keys.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks. It pays for itself out of what it saves.

Merchants need National Cash Registers now more than ever before

Fill out this coupon and mail to-day

Dept. C2, The National Cash Register Company of Canada, Limited, Toronto, Ont.

Please give full particulars about the up-to-date N.C.R. System for my kind of business.

Name.....

Business.....

Address.....

If interested, tear out this page and place with letters to be answered.

Correct Summer Togs for men of high fashion ideals

Every little style "kink" likely to win approval from discriminating dressers is beautifully expressed in this year's

MILLER-MADE SUMMER-WEIGHT CLOTHING

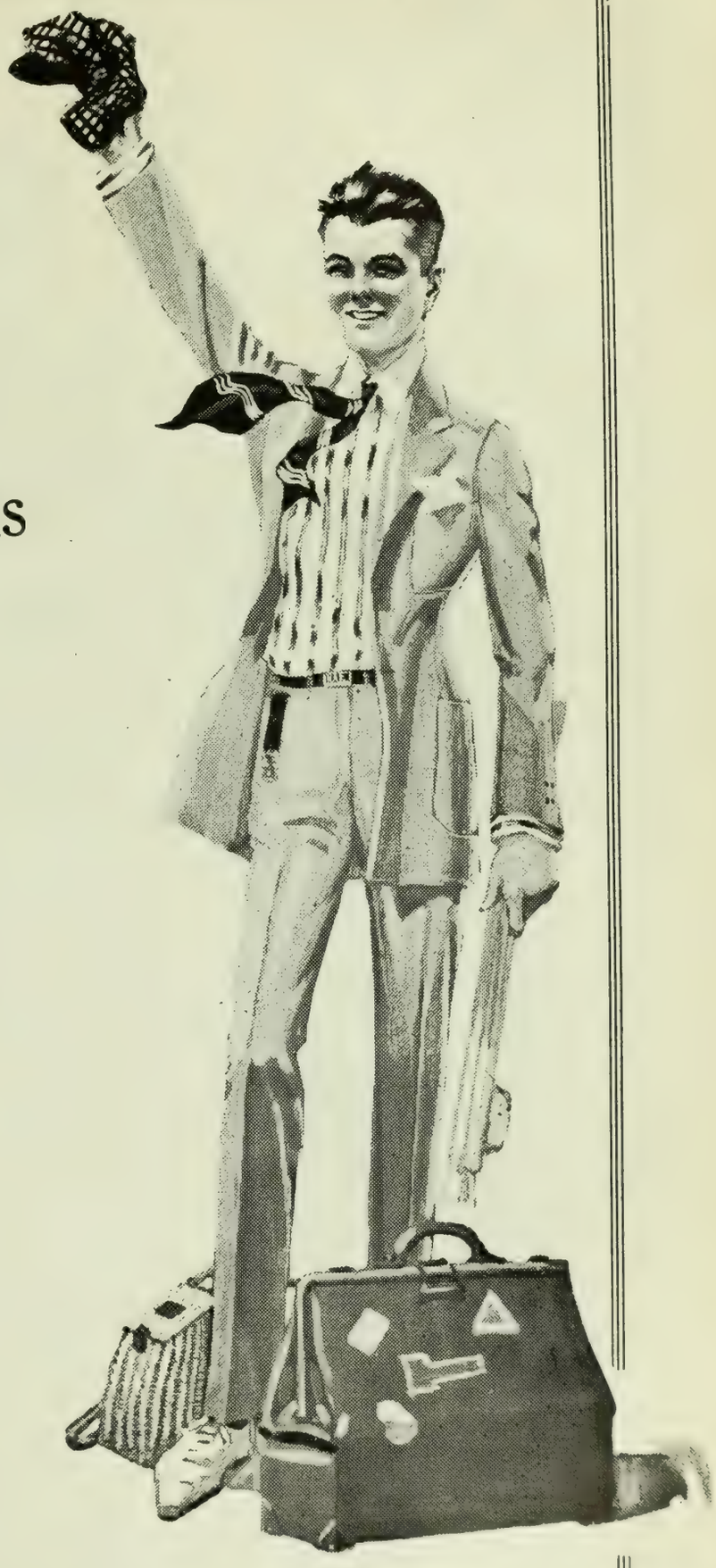
Only the exquisite and masterly tailoring of the Miller Organization could possibly develop such character and individuality as are shown in these new warm weather creations.

The assortment is comprehensive too, including **Palm Beach Suits, White Duck, Khaki Duck and Flannel Trousers, Lustre Coats, White Duck Coats, Dusters, etc.**

Cover your requirements immediately and insure timely deliveries.

DON'T FORGET THE MILITARY LINES

It is doubtful if even in the recruiting boom of 1915 the opportunity for securing big military business was more promising than it is to-day. One thing is sure—the men getting into khaki now are men with plenty of money to buy any extras they may fancy. And they **always** fancy the Miller Walking Breeches.
We also supply Private's Serge Slacks, Tunics, Haversacks and Puttees.



The Miller Manufacturing Company, Limited

Makers of the famous Miller-Walking Breeches and Miller "Master-Made" Clothing Specialties

44 YORK STREET, TORONTO

If interested, tear out this page and place with letters to be answered.

ZIMMERKNIT

War orders must have preference

We wish to do everything in our power to meet the requirements of our customers. The future of our business demands that we retain our connection with the trade, by maintaining both the standard of our goods and our reputation for prompt delivery and efficient service.

But the war comes first. Government orders are something more than orders in the general meaning of the word. They are demands, and every worthy citizen will obey them without question or quibble. Only a small portion of our output will be available for domestic business, and we ask our customers, in their own interests, as well as those of the Government, to place their orders for 1919 at the earliest possible moment. We will thus be able to adapt ourselves to the conditions, as far as possible, and do everything in our power to meet the requirements of the Canadian trade.

Will you kindly place orders with your wholesaler without delay?

Zimmerman Manufacturing Co., Limited

HAMILTON, CANADA

If interested, tear out this page and place with letters to be answered.

Specialists the World's Need

For a toothache the dentist; for an operation the surgeon; for a suit of clothes the tailor.

First and always, the House of Hobberlin is a tailoring house. To meet the need of all centres for high class tailored clothes, we enlarged — arranging to have merchants take the measurements and to become partners, as it were, in the business. But always we have been tailors — our service is not an adjunct to a ready-made house. . . . . .

This is why our wide guarantee to entirely satisfy is possible.

Our tailoring service delights your customers Write for full particulars of our exclusive agency proposition. . . . .

The House of
HOBBERLIN
9 East Richmond St., Toronto, Ont.
Canada's Oldest and Largest Tailoring Institution

H. VINEBERG & CO., Limited, Wholesale Clothiers' Manufacturers
Office and Salesroom, 1202 St. Laurence Blvd., Montreal

Clearing-House Department

Stocks to be disposed of:

We offer our service only to dealers in lines we are familiar with, such as Men's and Boys' Ready-Made Clothing, cloth, linings of all kinds, woollens and cottons.

If you have any stocks of the above that you desire to realize on, we would suggest that you pick out what you desire to dispose of, count and measure carefully, make an inventory of the same in duplicate, pricing at the very lowest figure you can accept for them, and ship to us by Freight or Express PREPAID (don't charge cases). Shipments consigned to us will be kept absolutely separate and apart from our own merchandise.

We will sell them for you at your price, charging you 10% for handling, storage, insurance—and remit in Cash the amount less that 10%. If not sold, the same will be returned to you at the end of 60 days (or earlier if you should ask for it) without any charge whatever on our part. We will lose the expense of handling—you will be out of the Freight both ways.

To avoid, however, even this small loss—we would urge you to make your price attractive—bearing in mind always that it is a question of **NOW** or **NEVER—goods that cannot be sold now through a Clearing-House in the central market of Canada—Montreal—can hardly be looked upon as a liquid asset.**

Should any of your lines be defective, damaged or faded, be sure to point out in a letter to us the nature of such defect. We will accept no less, or ask any more than the price put on by you—but we must have full knowledge of the merits or demerits of the merchandise that goes through our hands, in order to protect our reputation in our regular business as manufacturers.

We are prepared to handle any quantity, large or small.

Reference—Merchants Bank of Canada.

Lines you desire to purchase:

The ideal method of purchasing from the Clearing-House involves a personal inspection of the goods. This we strongly advise if possible.

If impracticable, then the next best thing is to write us giving certain definite lines, price, and all other information—and we will let you know by return what we have to offer.

There are almost sure to be numerous bargains in lines you particularly need.

H. VINEBERG & COMPANY, LIMITED

Clearing-House Department

If interested, tear out this page and place with letters to be answered.

Clearing-House Department

You, like practically every wholesale or retail merchant in Canada, must have on your shelves goods that are not suited to the needs of your particular locality, in short "dead stock."

Somewhere in this broad Dominion of ours, these goods **are** wanted and would find a ready sale.

The present market conditions afford a unique opportunity to dispose of these, due to a very real and increasing scarcity of all lines.

To best assist in bringing much-needed lines where they can be best utilized, for the duration of the war we have organized a practical Clearing-House Department, which we place at your service, either to dispose of certain slow-moving lines for you or to enable you to pick up real necessities at bargain prices.

In doing so we are prompted by the following considerations:

1. **Merchandise is valueless unless saleable.**
2. **What may be unsuited for one section may be most desirable elsewhere.**
3. **Some one, somewhere, is badly in need of the very articles which are lying idle on the tables of others.**
4. **Resources are valueless unless they are convertible into money—money that will liquidate debts, buy wheat, build ships, and win wars.**

You, as a patriotic Canadian, owe it to your country and fellow-citizens to convert dead stock into ready cash.

The opposite page will give you details of the plan. Write us at once if you desire further particulars.

H. VINEBERG & COMPANY, LIMITED

Clearing-House Department

If interested, tear out this page and place with letters to be answered.

The label that has made Canada famous for its reliable clothing.

AN OPPORTUNITY

To Increase Profits Without Additional Investment

Investigate our Special Order Department—the maximum of *VALUE* and *SERVICE* at the Minimum of cost.

FALL and *WINTER SAMPLES* are now ready for distribution.

If our line is not already represented in your town we shall be glad to hear from you.

Enquire particularly about our Fur-Collar Overcoat proposition. It is a business-getter.

H. VINEBERG & COMPANY, LIMITED

SPECIAL ORDER (made to measure) DEPARTMENT

1202 St. Lawrence Boulevard **MONTREAL**

Taylor-Made

Garment Hangers

No. 74B

$12.50 per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.
Hamilton Ontario

FOR THE MILLIONAIRE

Made in Canada

"Everyman's" TRADE MFD BY DAVIS BROS MARK

For Canadians

FOR THE MILLION

You Cannot Connect With a Better Trouser Assortment

Real trouser values that will win new business and hold customer confidence.

EVERYMAN'S

—the trousers for the millionaire and the million

Fancy striped worsteds, serges, tweeds, corduroys, etc.—all are included, and every style is available.

Ask us to send you samples and prices before buying your new stock. Our values are convincing.

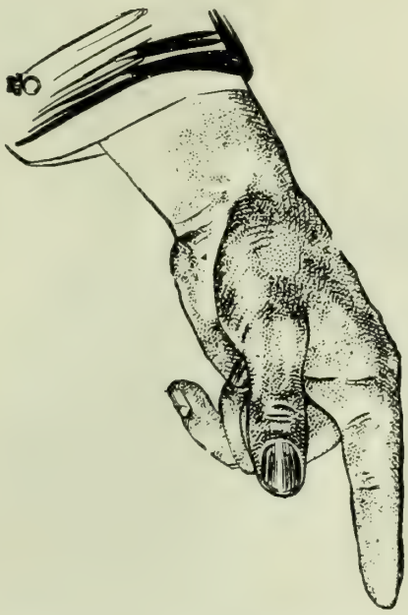
DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

We are Specialists in Gent's Furnishings



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THE HOUSE OF ALPHONSE RACINE, LIMITED, A REAL FACTOR in SUPPLYING THE MEN'S STORES of CANADA

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"LIFESAVER" Overalls
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"RECORD" Sox

Write us to send you by return (mail prepaid) a set (of say twelve samples in all) to give you a general idea of the WORKMANSHIP, VALUE and STYLES

We show a very large range of the above registered lines of our own manufacture together with

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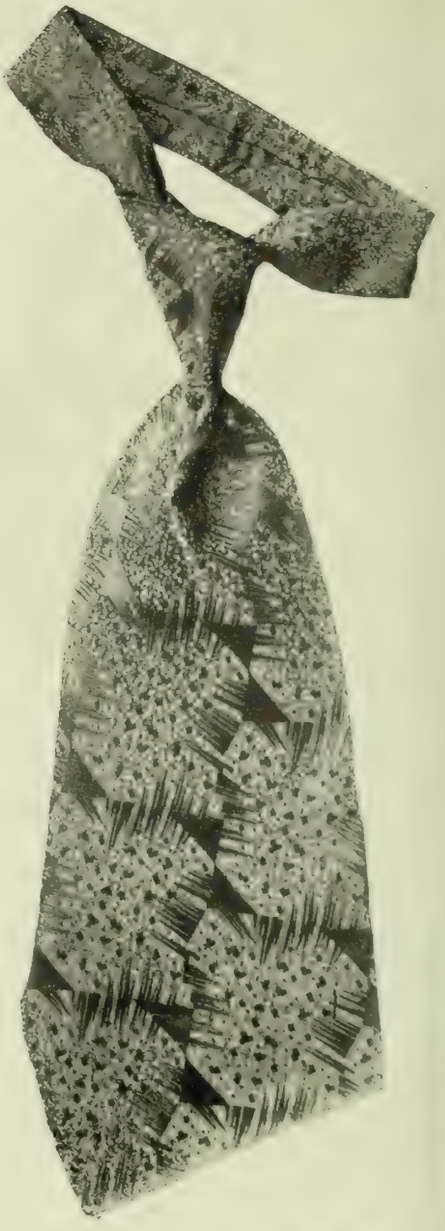
If interested, tear out this page and place with letters to be answered.

Milne's Neckwear News for August

Illustrating one of the $18.00 Cravats

More Italian Silks For Fall

Drop in when at the Exhibition. We will be glad to show you all our silks, and to assist you in covering your neckwear needs. Our plant is just round the corner from the Union Station.



Illustrating one of the $20.00 hand-made Ties

We have received further shipments of this extremely popular silk, and are making these up in all the latest shapes.

In the extensive Fall range which our travellers are now showing you will find Cravats at $6, $7.50, $10.50, $13.50, $16, $18, $20.

The cheaper ranges are going off the market and prices generally are advancing. We counsel early buying.

WILLIAM MILNE

50 York Street Toronto

NEW LINES CONTINUALLY ARRIVING. ALWAYS INSPECT THE MILNE OFFERINGS.

If interested, tear out this page and place with letters to be answered.

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8 TORONTO, AUGUST, 1918 No. 8

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*

A. B. Caswell, *Montreal Representative.* C. W. Byers, *Western Representative.*

CHIEF OFFICES.

CANADA—Montreal, 128 Bleury St., Southam Bldg., Telephone Main 1004. Toronto, 143-149 University Avenue, Telephone Main 7324; Winnipeg, 1207 Union Trust Building, Telephone Main 3449.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 20 cents. Invariably in advance.

Announcing New Prices on

Trade D Mark

TEXEND BRACES

INCREASES in cost of materials and manufacturing of TEXEND BRACES have made necessary an increase in the wholesale price to $7.50 per dozen, establishing a

New Retail Price, $1.00 per pair

TEXEND BRACES have secured world-wide recognition through unvarying high quality of materials and workmanship, and wherever production costs may lead, the quality of TEXEND BRACES will never be lowered. They will continue to be manufactured under a policy that insists upon uncompromising adherence to quality ideals.

Commenting on the situation, the largest manufacturer of webbing in the United States writes us the following:

> *"All domestic (that is, U.S.) manufacturers of suspenders will be obliged to make further advances in the price of their product from now on, and will also be obliged to ask a price for suspenders that are not as good as the Texend Suspenders, of at least $6.00 a dozen. This would mean a retail price of 75c (in U.S.) and it would seem to us as though Texends retailing at $1.00 (in Canada) would be a cheap suspender in comparison."*

It is obvious, therefore, that TEXEND BRACES are maintaining, as well as quality, a standard of value that is unexcelled.

The Dominion Suspender Co., Ltd.

Originators and Manufacturers of "Texend" Braces

Niagara Falls - - - Canada

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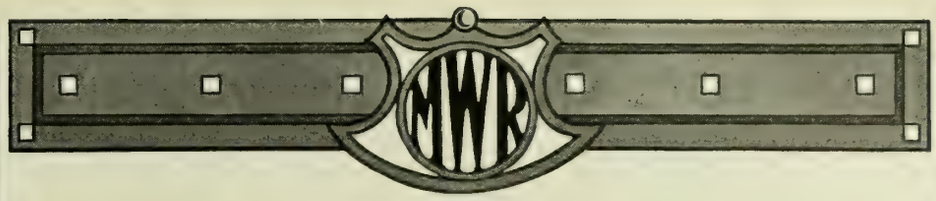


Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VIII. TORONTO, AUGUST, 1918 NO. 8

GOVERNMENT ORDERS MAKE CLOTH SCARCITY CERTAIN

Mills Can't Touch Civilian Business for Balance of the Year—Little Overcoating Coming From England, so These Sure to be Very Short.

REPRESENTATIVES of the clothing manufacturers and the woollen cloth manufacturers met with the war purchasing board at Ottawa on Thursday, July 18, a thorough canvass of the situation then taking place, which, unfortunately, did not result in any fuller light being shed to give cause for optimistic reports as to conditions.

As a result of what transpired at this conference, indeed, it seems more than ever certain that the men's and boys' clothing situation will be extremely serious during 1919.

OVERCOATING ESPECIALLY SCARCE

It seems that particularly will overcoating, for the winter of 1919 be hard to secure. There is this much satisfaction, however, in the situation. The fact of a probable shortage has been brought to light, and merchants will be able to govern themselves accordingly. They will be able to conserve what overcoats are left over from the coming winter, rather than slaughter these to clean up the stock.

One note of encouragement the war purchasing board gives in the assertion that it will see to it that woollen manufacturers do not make any cloth for export until they have satisfied the needs of the Canadian clothing manufacturers.

MAKERS WANT TO SUPPLY CANADIAN MANUFACTURERS

There is no reason whatever to suppose that the Canadian cloth makers have been anxious to export before looking after the Canadian civilian trade. Indeed their interests lie entirely the other way. As was said last month, the Canadian made cloth, which, before the war amounted to about 15 per cent. of that used by Canadian clothing manufacturers, has now risen to about 80 per cent. of that used. It is very important to the cloth makers that they should hold their connection with the Canadian manufacturing trade to whom they hope to sell largely for years to come, and they would therefore want to give the best possible service. The war board's distinct announcement, however, to the effect that after the needs of the Canadian government for military requirements there will come the needs of the Canadian civilian trade, dispels the idea that the Canadian government might be buying cloth to re-sell to the United States for the making of uniforms. Some cloth was sold to the United States by the Canadian government, in the past—this quite properly, as it was sold at a profit and when an unnecessary supply was on hand. With the present shortage, however, such shipment of Canadian cloth would be generally felt to be a mistake.

MILITARY ORDERS HAVE MILLS FULLY OCCUPIED

The situation at the moment is about as follows. Practically all the Canadian mills are working on military cloth orders. They will be so working until the end of this year. This means that working on cloth for the new Spring stuff cannot start until the turn of the year, and that no work upon

overcoatings, which are bought so extensively now from the Canadian mills, can be started until about February. It means, therefore, very few new patterns and quite a likelihood that overcoatings will be scarce in 1919. There are some manufacturers who are well supplied with this class of material, but on the whole the supply is limited—more so than the supply of other cloth, for the reason that the English mills have not gone in for making overcoatings, these requiring such a quantity of wool that they could not keep their plants going to advantage on this class of cloth with the limited supplies of wool rationed to them.

THE WEST BUYING BETTER CLOTHING

This the Experience of Hart Bros., Edmonton — How This Firm Goes After Farmers' Business—Keeps Clerks by Using Commission System—Big Stock on Hand

View of display case described in the accompanying article. The illustration is from a photo taken in "The Piping Days of Peace."

"WE find that returned soldiers are buying a better class of clothing and furnishings than the same men did before they went overseas."

"It is our experience, too, that the farmers are buying a much better class of clothing. Even foreigners are now buying clothing without questioning our prices which naturally are high."

These were observations made recently by Mr. Hart of Hart Bros., men's furnishings, Edmonton, Alta., to a representative of MEN'S WEAR REVIEW. This firm has been in business in Edmonton, during the past 14 years and have developed an attractive business including not only city trade, but a good country trade as well. One of the firm's chief assistants in getting city trade is their displays. This feature has formerly been referred to in MEN'S WEAR REVIEW.

The Hart store they have developed their business with the farming community largely by use of a mailing list. Each month they send out an attractive calendar or other literature with their advertisement, to reach each farmer on this list. The list itself is secured from the Government telephone directory of rural phones, and therefore means most of the progressive farmers of the district.

Another reason for the development of the Hart business is the fact that the clerks in the store have been there for a long time. One clerk has been with the firm continually for 13 years. Some of the others have been there for eight or nine years. The store salesmen are guaranteed 5 per cent. of sales as their salary. This is a special inducement for them to take more than a general interest in selling and in the store itself. The salesmen are urged to have a thorough knowledge of the goods in stock so that they may talk about them intelligently and effectively to all customers.

Orderly Arrangement in Basement

MEN'S WEAR REVIEW representative was shown through the basement of the Hart store where surplus stocks are kept. This showed the same orderly arrangement as in the store above. Shelves were built from the cement floor to the ceiling on which the various stocks were arranged. Underwear, representing purchases from different manufacturers, was all placed in one section, but each manufacturer's goods were separate. The same applied to hosiery, and other lines. Through the centre was a passage way from front to rear. Windows on front and side gave plenty of light in the basement. The large stock on hand indicates what Hart Bros. expect in the future. With the price of grain as high as it is, and everybody prosperous throughout Edmonton and district, the men's wear trade there is anticipating another good year. Dealers point out there are now more men returning home than are going away, so that business from this standpoint is sure to be steadily developing as long as general conditions remain favorable as they are at present.

SHORT SUPPLIES OF UNDERWEAR AND HOSIERY

Yarns, Needles, Transportation and Exchange all Cause Uneasiness—Mills Scoured of all Underwear Stocks for Army—Will Civilians Shiver Next January?

WHILE all the Canadian knitting mills are extremely busy in their endeavor to comply with the demands placed upon them, their ways are fraught with difficulties which in ordinary times would be well nigh overwhelming. Readers of MEN'S WEAR REVIEW will have noted in last month's issue that the prospects look more hopeful for fair supplies of fine grades of underwear, hosiery, etc., for next year. It must be remembered, however, that the prices will be extremely high as compared with what they were when fine all wool garments were plentiful. Demand at the prices which have to be asked is much smaller than it used to be and for that reason the supplies in sight will probably be fairly well able to answer the call.

Cotton Yarns Come Irregularly

The fact remains, however, that the bulk of trade will be done in cotton goods, and here the difficulty of getting yarns is again serious. United States mills are crowded with orders for their own country, both civil and military; this, with the transportation difficulties makes deliveries of yarns from that country more and more uncertain. Deliveries from the English mills are better but vast quantities have been sunk by submarines, and these yarns cannot be replaced. All the delay of placing a new order is inevitable in cases like this, "For that reason," said one of the largest hosiery mills, "we do not sell goods until the yarns are on our premises. There is nothing in sight but high prices and shortage of supplies. Mill prices this Fall will run about 20 per cent. to 100 per cent. higher than they were a year ago, according to the amount of wool used. A heavy outdoor wool garment will be 100 per cent. higher than a year ago."

One of the mills ordered between twenty and twenty-five thousand pounds of yarns last November for delivery this year, and so far none at all has been received because of government work being done by the spinners; of another contract, 14 cases were sunk.

Must Get Silks From Japan

Another mill (hosiery) which requires two tons of yarns a week stated that if an embargo is put upon cotton yarns leaving the United States they will have to close up that part of the mill which uses the cottons, for they are only able to work on supplies that come to hand from week to week. It is quite impossible to stock up for any time ahead. "They promised an embargo on silk yarns coming from the U. S." said the manager, "but if they had not let us get enough for nine weeks we would have had to stop work in the silk hosiery section. Within that nine weeks we hope to get silk yarns from Japan and sh[illegible] have to import direct from there hereafter."

Needles Still Scarce

Needles for knitting machines, while produced in much larger quantities than they were a year ago, are still a difficult problem. For a time it will be remembered there was a famine owing to the fact that practically all in use in America were of European make. With the efforts which the mills made to cope with the increased demands for knitted goods owing to the cutting off of German supplies, the demand for needles for the machines had to be met also. United States factories began to put special attention upon these and before long the famine was eased up. Now, however, the quantity of machines is so large, and they are so filled up with government work, that the needles available, especially those required for special government orders, are again causing some concern. Now that some of these are being produced in Canada, mills here are hopeful of fair supplies.

At one of the mills the manager remarked that last March he had placed an order for 50,000 needles for immediate delivery, but so far had received only 2,000. He uses 500 a week on 75 machines.

Government Takes Underwear

The underwear and hosiery mills say that they have on hand practically no stocks of any kind—a condition which has never before occurred. A buyer could always pick up some kind of odd lots in past seasons, but this year a new call has had to be reckoned with. In the early part of June the Canadian government called for 150,000 dozen of men's underwear to be delivered by July 15. The mills could not get yarns and turn out new goods to order in the time required and so the country was scoured for whatever was on hand; 25,000 dozen of old stock was collected and of course various kinds were included—a motley array for our soldiers!

Both the United States government and some jobbers over there have placed orders with our mills for underwear. They are placing orders four to six months ahead wherever possible, because of the inability of the mills there to supply all that is wanted from them. For the U. S. army there are two grades of underwear ordered, one a light weight for hot weather, the other heavy, for Winter. In addition to this several mills are making up puttees for the U. S. government.

"All this," said the manager of one of the best known mills, coupled with the fact, as stated by more than one of our mills, that buyers generally in Canada are not placing orders far ahead owing to the extremely high prices, "indicates that by the first of January, 1919, or perhaps before, there will not be enough domestic goods for immediate wants." The situation will be helped a little by the wools which are spun in this country being available, but these are in a very small proportion to the consumption.

Many Price Difficulties

With regard to the present situation in prices one mill pointed out that merino yarns which used to be 2 shillings before the war are now 7 shillings, and cotton yarns which were 22 and 23 cents are now 68 cents, which means that a 50 per cent. fleece-lined garment will cost the consumer, when it gets to him a year from now, $2.00 to $2.50. A change of ¼d. in peace times caused a great deal more of a furore than does a jump of 2d. or even 4d. now.

In getting cotton yarns from the United States one of the younger mills finds that the difference in currency exchange costs him $500 a month. If he wants to get U. S. yarns in any kind of early delivery he must have it come by express, which costs him $10 where $2 would cover it by freight. With all these expenses "on the side," there is little doubt that hosiery and underwear will keep on the rise even though it should be that yarns are as high as they can get, as one of the large mill men believes.

SOFT HATS FAVORED

These are Safer to Handle Than the Hard Hat When Orders Have to be Placed So Far Ahead

THE need of placing orders for imported hats so far ahead seems to be stimulating the demand for the soft hat. Some manufacturers are just now receiving hats which were ordered in September, 1917. They were able to call for these in conservative styles and in some of the staple colors, without any misgivings as to suitability for the trade when the hats should arrive. With the stiff hat, however, it is somewhat different. There might be a style change in six months here which would render hats purchased so far ahead rather passe.

The soft hats certainly seem in for a big year. Nevertheless there are men who still look with great favor on hard hats. In ordinary times—with conditions such that the hatter could get what he wants when he wants it—this tendency to look upon the hard hat with favor would be worth cultivating, for it would mean the possibility of selling more hats to each man. These are abnormal days, however, and it is only to the rich that this argument should be made.

T. J. Winterton has purchased the men's wear business of J. W. Bowyer & Co., Maple Creek, Sask.

MAKING AUTOMOBILE YIELD BIG PROFITS TO STORE

C. E. Akins, of West Toronto, Says "My Car is My Most Valued Employee. It Has Brought Me Business From Districts I Could Not Otherwise Touch."

MANY merchants in towns large and small own automobiles which they use almost exclusively for pleasure trips; but here is an instance of one who is making his car bring him profit as well as pleasure; surely an ideal combination from any standpoint.

C. E. Akins, who has in the past conducted tailor shops in Midland and other Ontario towns, located in the growing district of West Toronto before the war broke out, and was making a fair success until enlistments from this suburb made him cast around for means of finding new customers to replace those who had offered their service for King and Country.

Lack of Help Ties Him Down

In addition to the depletion of his district of men who relied on him for their clothing, there was the difficulty of obtaining and keeping experienced help. Mr. Akins found that it was fast becoming a matter of his having to do almost all the work himself, and this, of course, prevented him from making any progress. He was using all his energy to finish the orders he got, not to improve and extend his business.

Day after day he wou'd try to devise some way out of his dilemma, and at last thought of a plan whereby he would make his car, which previously has been a pleasure vehicle, not only help his business, but actually extend his sphere of operations in a manner which would be impossible without its aid.

Gave Up Practical Tailoring

Almost exactly two years ago, Mr. Akins ceased to do any practical tailoring; took up the agency for a large made-to-measure clothing house, and thus at one stroke freed himself of the necessity for constant attendance at the store, and threw himself whole-heartedly into his new scheme of selling.

He notified by letter all his old customers in Midland that on a certain day he would be there to see them with tailoring samples.

Then, a duplicate set of samples in a grip, and a few order sheets packed under the seat of his car, and taking his wife and child along, Mr. Akins cranked his engine and set off to meet Fortune half-way.

Eight Orders at Once

During that one day, Mr. Akins took eight suit orders, left literature to show when he would be back again, and well satisfied with the initial success of his idea came back home.

Just about this time, New Toronto, on the Lake Shore Road, was becoming the home of dozens of families who had secured employment at the tremendous new rubber plant. Mr. Akins, ever on the alert for new openings, again packed the samples in his car and went on a reconnoitering trip with plenty of advertising matter.

Having been a prominent athlete, and being fond of "trap-shooting," he came across some of his old cronies and acquainted them with the object of his visit, eventually succeeding in filling some more order sheets.

Extends Fields of Operations

Mount Dennis, Weston and other places within reach by motor car were quickly visited and a regular schedule worked out, the novelty of the idea appealing to many and becoming a first-rate advertisement for "Charlie" as he always becomes known.

In a short time, not only did the car prove its value, but Mr. Akins bought a larger one, and soon had all his old business records beaten hollow, piling up figures which would hardly be credited by anyone not acquainted with the possibilities that a car can open up.

Kept in Touch by Phone

Meanwhile, the store was not neglected; there was always some capable person left in charge in Mr. Akins' absence, and a 'phone message would soon bring Mr. Akins and his car back, or take Mr. Akins in his car to anyone's home or business address at any appointed time.

Looking back reminiscently to the old days, he says this: "My car is my most trusted and valued employee. Never too busy, seldom idle, always reliable it has made me known in districts which I could not touch in any other way. I take my hat off to the automobile as a tonic for slack business."

Without being dogmatic, is it too much to say that dozens of merchants in all lines of business could benefit by Mr. Akins' experience? "What has been done, can be done again." Why not work out for your own business some way in which your car could build bigger and better business?

TWO views showing Mr. Aekins and his business-gettiny ally.

WORKING ON SERVICE SHIRTS

Government Has Supplied the Necessary Cloth for Production of These Garments

THE War Purchasing Board has placed orders for service shirts with a number of Canadian shirt manufacturing concerns.

The Government has delivered the cloth from which these are to be made, but has sent this cloth C.O.D. to the manufacturer. The manufacturer, therefore, has to finance the production and gets his remuneration within 30 days from delivery of the goods.

The orders are not so large in the majority of cases that this need of financing is any burden. They are, however, keeping many of the shirt plants busy and will of course interfere to a certain extent with the production of civilian lines.

Is This Trim Worth $1.75?

Yes, the cost of this trim, exclusive, of course, of the designer's time, was only $1.75. It proved a winner, bringing fine early sales of straws to Garner's Kitchener Store.

The trim was made by the use of rye straw and green ribbons, a green band being used on the big hat shown in the centre.

The color struck out—fairly struck at passers-by.

The large hat, which formed the centre of this trim was made quite cheaply, an old band box being used for the crown, and heavy pieces of cardboard for the rim. Straw was fastened on with heavy linen thread.

This unique trim was arranged by George B. Hathaway.

MEN'S WEAR REVIEW
THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE
Published MONTHLY
MWR
145-155 University Av TORONTO-CAN.

VOL. 8 AUGUST, 1918 No. 8

ARE CANCELLATIONS WISE?

THE report of poor crops in certain Western sections—perhaps also the definite first hand knowledge which they possess—has caused some merchants in Western Canada to cancel a part of their orders. If supplies on hand are sufficient to satisfy the trade which they expect, without the delivery of these new goods, probably the cancellation is wise.

If, however, the cancellation is the result of an attack of nerves—resulting from the report of bad crops—resulting even from the experience of what bad crops meant in previous years—then the cancellation may not be wise.

Things are not in 1918 as they were in 1914. For three years now the Western farmer has had more than average crops. He enjoyed what he would have considered before the war phenomenal prices. He has liquidated his indebtedness. He has put money aside so that, in a majority of cases, he will be able to purchase to cover his needs, even if the crop is poor this year.

Moreover, a poor crop, at the prices of to-day, will mean a very fair amount of money, and this will go for necessities, such as food and clothing.

The Western merchant might well figure the question carefully before canceling goods which he will not be able to order again at as favorable prices.

HO FOR THE FARMER

A PROSPEROUS man is a man whose trade is worth cultivating. That the farmer is prosperous any lawyer or banker, who has been in touch with the farm mortgage situation, will assure you.

Word comes from a banker in London, Ont., that during the last six months more farm mortgages had been cleaned up than in the previous 20 years.

This seems beyond belief almost, yet from other parts of the country the word at least indicates a great movement on the part of the farmer to clean up all the indebtedness against his farm.

The farmer is in such a position as he never has been before. He is going to have a prosperous time for years after the war. His living will undoubtedly move on to a higher plane. He will be a heavier buyer of working men's clothes and of finer clothes to wear when he goes to town.

The farmer's trade is more than ever worth cultivating. It is time to cultivate it now.

MAKING FATHER COME ACROSS

SOMEWHAT amusing but significant stories are being told by merchants who do business with farmers and farmers' sons. The boy has the whip-hand. He is working hard and feels he needs good clothing. As has been the time-honored custom, the father frequently comes with him when he is making a purchase. It is the father who pays the bill. The father, also according to a time-honored custom, is coming into considerable disfavor, by urging that the boy have a cheap suit. The son wants something better, something very good indeed.

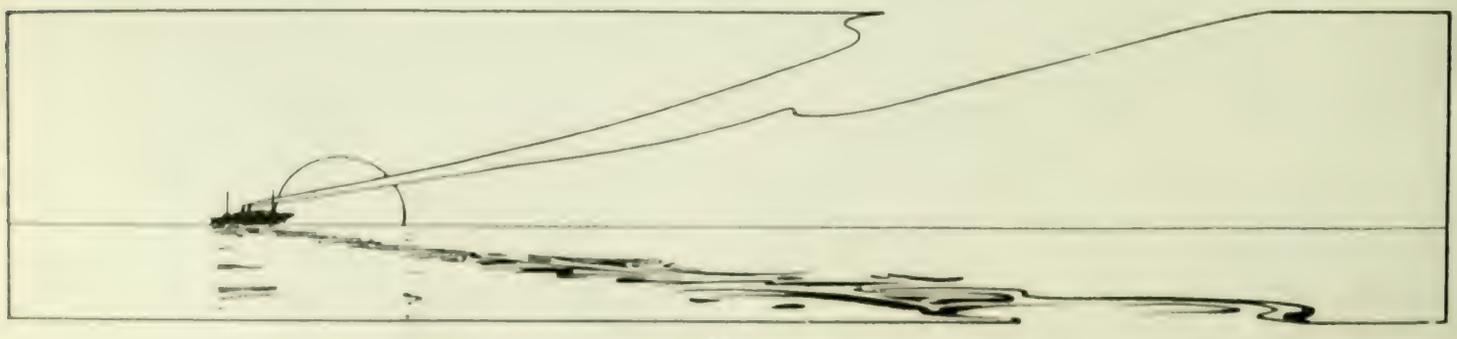
So the significant suggestion is made: "If I stay home on the farm and work I ought to have good clothing," says the boy. "If I went to the city I could earn good clothing. If I entered the army I would have a good suit given for nothing."

So poor father pays.

This is significant not only of the present but the future. The boy on the farm is an earner, he is entitled to his money and should have the privilege of spending it as other boys spend—for good clothing. If father does not come across for the suit of clothes, he will have to go across to England, or somewhere else, for his hired help. The boy is going to be well dressed.

EDITORIAL NOTES

IN THE United States they are imposing taxes upon a wide list of luxuries. It is said, for instance, that shirts costing more than $2 may be taxed. With prices as they are now, and still soaring, a $2 shirt isn't going to be much of a luxury unless we hark back to Adam's fig leaf as the necessity.



FREIGHT RATE INCREASE INDICATES TROUBLE

To Make Sure of Deliveries Merchants Should Take in Goods Early—Otherwise the Goods May be Lacking When Needed.

BOTH because it is a necessary forerunner of a further movement toward higher prices, and because it indicates the existence of transportation difficulties on a larger scale than ever before, the order-in-council recently passed by the Government of Canada, authorizing a freight rate increase of something like 20% is of great importance to the manufacturing and retail men's wear trade.

INCREASE COMES EARLY

Information so far to hand does not state definitely when this increase in rates will come into effect. Rumor says that Aug. 1st is the date. Probably this is a little sooner than the change will be made, but it is certain that the advance may be looked for without any considerable delay.

INDICATES GREAT TRANSPORTATION DIFFICULTIES

Perhaps the greatest significance of this movement to the men's wear trade is in the indication given that transportation difficulties are becoming greater and greater. The reason for the advance in rates is due to the higher cost of operating expenses. The very thing that makes cost higher makes labor difficult to obtain; and it seems possible—unfortunately indeed probable—that the railways will experience serious difficulties in operating during the coming Fall and Winter.

Such being the case it is quite certain that such necessary commodities as coal will be given preference—also the transportation of troops will have the precedence over all other needs so that commercial freight, perhaps commercial express, will be delayed.

PERHAPS OTHER INCREASES

The same factors which make an increase in freight rates necessary apply also to express rates, and there is reason to look for higher prices here.

Both, therefore, to avoid delays in receiving goods, and to avoid the possibility of paying a higher price for the carrying of these, due to a very possible express revision, the retail trade would be well advised to take in goods as quickly as possible.

TAKE IN GOODS IF POSSIBLE

There are many orders now on hand calling for deliveries in September and October. It would seem to be the part of wisdom for those merchants who can possibly take in the goods to instruct the manufacturers to send forward the orders at once. This would mean that the merchant would have the goods on hand when required. It would mean also that he would be doing something to relieve the situation by taking deliveries now and not holding these back to congest the carrying facilities in the later months when transportation is heavier.

TIME TO PLAY SAFE

These are days when it is exceedingly difficult to tell what is coming next. This freight advance may be the last of its kind, or it may be merely the forerunner of other advances. It does seem quite possible that a corresponding advance will be allowed to the express companies. Moreover, there is the possibility of labor difficulties which has to be considered at the present season. Merchants cannot tell what will arise to delay deliveries. The safe course, therefore, is unquestionably to get the goods in—at least in sufficient quantities to make sure of having on hand a supply large enough to meet the season's requirements.

Above illustration shows the delivery equipment of Browns Limited, Portage la Prairie store. One of the motor trucks and one of the horse deliveries are not shown. Complete equipment includes three motor trucks, two covered waggons and one furniture delivery.

MOTOR TRUCK AND 'PHONE GETS SUMMER TRADE

When Farmers Are Busy Spring Seeding and Harvesting in the Fall, Brown's Limited, Portage la Prairie, Make it Easier for Them to Shop—Definite Routes Planned for Each Day—Summer and Fall Trade Greatly Increased

Written by a staff representative for Men's Wear Review

"WHEN the farmer cannot come to town to buy his goods, we take the store to him."

This is one of the principles under which the large Browns, Ltd., department store in Portage la Prairie, Man., operates in order to keep the home trade at home. The two important adjuncts to the carrying out of this principle are Rural Telephone and Motor Trucks.

Beginning with April each year during the past three years Browns, Ltd., have been sending a motor truck into the country for 10 or 12 miles delivering goods to the farmers. This does not mean the farmers come into town and buy their goods and have them delivered. The farmer always takes his own goods home when he does come to the town.

The idea is to give the farmer a real service during his busy months by means of the rural telephone and the motor trucks.

Each afternoon the farmers along a certain route in the surrounding territory are called up by phone for their orders. These are made up that day and go out the first thing next morning.

Different Route Each Day

It would of course be imposible to give this service every day to all customers. Browns, Ltd., have instituted definite routes for their motor trucks to travel each day of the week. The truck goes one direction one day, another the next and so on. This means that the business is operated on a well laid plan eliminating confusion and giving the farmers along each route an efficient weekly service.

This year the service was begun on April 22. To acquaint the farmers along the different routes with its commencement and operation a letter was sent to all urging them to place their orders day before. This will enable our destore on the phone. This circular letter read as follows:

Portage La Prairie, Man.
April 18, 1918.

Dear Sir or Madam:—

Our Rural Delivery Schedule for the coming season commences next week.

The following routes will be covered each day:

Burnside, Bagot—	Monday
High Bluff, Poplar Point—	Tuesday
Rossendale, Edwin—	Wednesday
McDonald, Longburn—	Thursday
Oakland, Flee Island—	Friday
South of River, Oakville—	Saturday

Weather permitting the motor cars will leave the store the first thing every morning, so all orders must be in the day before. This will enable our departments, especially the Grocery Department, to get orders ready and thereby help us to render more prompt service.

This schedule will be carried out as closely as possible, but if you require goods on a day not scheduled for your route do not hesitate to call us up as we can usually make some delivery arrangement.

Place this schedule somewhere convenient to your telephone so that it can be easily consulted.

At Your Service,
BROWNS, LIMITED.

Keep Trade at Home

Browns, Ltd., do not wait for the farmers to telephone in their orders. They get busy each day themselves and call up their customers along the routes the auto trucks will travel next day and find out their wants. The management of the store state this method has greatly increased their business during the summer seasons. It tends to prevent farmers and their wives sending to the distant mail order houses for goods. They now deal almost entirely at their home town.

"All kinds of goods are bought over the phone by the farmers in this way," stated a member of the firm. "Farmers have plenty of money and they buy in big quantities. When buying provisions they seldom order 10 or 20 lbs. of sugar, for instance, but buy a hundredweight. Every thing is bought in similar quantities. We sell them not only provisions but clothing such as overalls, collars, shirts and even a large number of our customers buy dresses, waists, etc., by phone. Two of the employees do the shopping for them in such cases. Of course we know our customers pretty well and know about

(Continued on page 46)

SPECIAL TIME CLERKS DRAW FACTORY MEN'S TRADE

Ernie White, of Chatham, Solves Help Problem and Secures Human Magnets for His Store by the Same Stroke—Results, in Dollars and Cents, Show the Benefit.

NEVER was there a time when the business of factory employees was so important to the men's wear trade. These workers are all drawing larger wages than ever before, a great many plants are running two or three shifts, so that the actual earnings of the workers has pyramided over the pre-war days.

All of which simply means that wide-awake men's wear merchants are continually on the lookout for methods by which they can attract the trade of the factory men. They should, therefore, be greatly interested in the scheme which has been adopted by Ernie White of Chatham, Ont.

Mr. White has built up his scheme on the proposition that people like to deal with some one they know; that they feel more at home when talking to a friend; come more readily into the store where a friend is working. Mr. White naturally can not know all the workers in all the factories himself and has therefore used the system of getting clerks who will multiply the number of customers known to the store's staff.

The store is open many evenings and Mr. White has made an arrangement with some of the young men in the factories to assist him then and on Saturday afternoons and evenings. The system of paying for this help is partly wage and partly on a commission basis. This means that it is particularly worth the while of the transient clerk, if such a term may be used, to bring all the trade possible to the store. In consequence he talks about the store to his friends in the factory; tells them that he will be in the store on such and such a day and suggests if they have anything to buy, they drop in then.

With several of these transient clerks taking such action it is no wonder that a large number of the factory boys have come to regard this store as a place they naturally want to visit. Then, remembering how one man frequently brings another with him, it will be seen that the more that are led to come by reason of these extra helpers, the more people will continue to come for the very fact that their friends have been going to the store.

In April last Mr. White had a $700 increase in sales over the corresponding month of the year previous. A good part of this increase he attributed to this system of using outside help, and getting this outside help to draw trade. However, he has other principles which undoubtedly have influence. Mr. White, for instance, aims to have goods which are entirely different from those to be secured in some of the other stores. He wants people to feel that they can get a certain line from him and from him only. This Mr. White believes is a good way to hold trade.

Mr. White moreover is a very keen believer in special sales, and when holding these advertises them freely in the local papers. Circulars are also a factor, these being sent out both to the town and country customers.

It is interesting to note that Mr. White in his effort to increase the business secured from the workers, has at the same time solved the help problem which is a big one to many merchants at the present time. He has clerks on whom he can call when he is particularly busy. He pays them when they are working, plus a commission for business they actually bring to the store. He is paying little or nothing for help which may for a part of the day be standing idle.

Conscription of course will make some difference to Mr. White as it will make some difference to many other merchants. A great part of his business, with the workers, however, has been with the men past middle age and with the very young fellows who will not be taken. The loss as a result of boys getting into uniform will unquestionably be felt but it will, Mr. White believes, be offset in other ways. Certainly the experience of the last month for which figures are available seems to indicate that there is nothing to fear as to the result of conscription.

Moreover here, as in many other places the boys are beginning to come back from the front and from them good business will be secured; and the business in selling goods to the soldiers—not uniforms only but underwear, and all the little accessories which are not with the outfit supplied by the Government—seem certain from now on to be a bigger thing than since 1915.

PRESSING DEPARTMENT HELPS SALES

Chas. F. Wilson Finds This Service Pays Directly and by Bringing People More Often to His Store.

IF I can see my customers more often, have an opportunity to talk with them, I will get better acquainted and it is certain more business will follow." So figures Chas. F. Wilson of 1005 Bloor street W., Toronto. Mr. Wilson's neat and attractive show windows make a splendid impression on the passer-by. Seasonable goods are well displayed, in fact it was his window that prompted MEN'S WEAR REVIEW to drop in for a chat—the windows were inviting. Inside one found a well-selected and arranged stock of the "fixings" for men. Panamas and straws were being played up prominently at present. The display fixtures, silent salesman and cases were well chosen, making in all a most attractive and easily run men's wear shop.

Mr. Wilson sees his customers more often, for he operates a pressing outfit at the rear of the store. Separated by a light partition this ally brings his regular customers in frequently and a neat sign in his window attracts the notice of the traffic up and down past his door. As Mr. Wilson says, "This all helps, and in these times we need to be on the lookout for plans that pay."

Mr. Wilson has suits called for and delivered, and while he has some customers on contract, the separate charge each time is much better for all, he believes. As stated above, he gets much better acquainted with his customers, makes buying more easy. He gets to know his customers' likes and dislikes, and in this way has a stock that turns over more quickly.

A "Wilson pressed" suit shown in contrast to an unpressed one is his best advertisement. While clothes do not make the man, a great deal hinges on making the best possible appearance, and pressing decidedly adds to the appearance of one's suit. This display drives home the point.

Mr. Wilson is enthusiastic about his ally and contemplates putting a man on his pressing machine; but as he says, he is getting along alone until the boys come back.

The machine is also quite a help in keeping his stock that has been "mussed" by handling in good saleable shape. This means a great deal. Ties, for instance, that have been creased can be made to look fresh and saleable.

Altogether, Mr. Wilson is well pleased with this combination of pressing and selling men's wear goods and finds that they work well together.

ENLARGING HOSIERY PLANT

THE Peerless Hosiery Co., Ltd., London, Ont., has changed its name to the London Hosiery Mills, Ltd., and is now arranging to use as a trade mark the words "London Knit."

The capacity of this mill has been about 400 dozen a day, but an addition of 70 feet is being made to the factory, and it is expected that very shortly daily output will reach 1,000 dozen. Men's half hose are being added to the range. Some 60 new machines are now being secured.

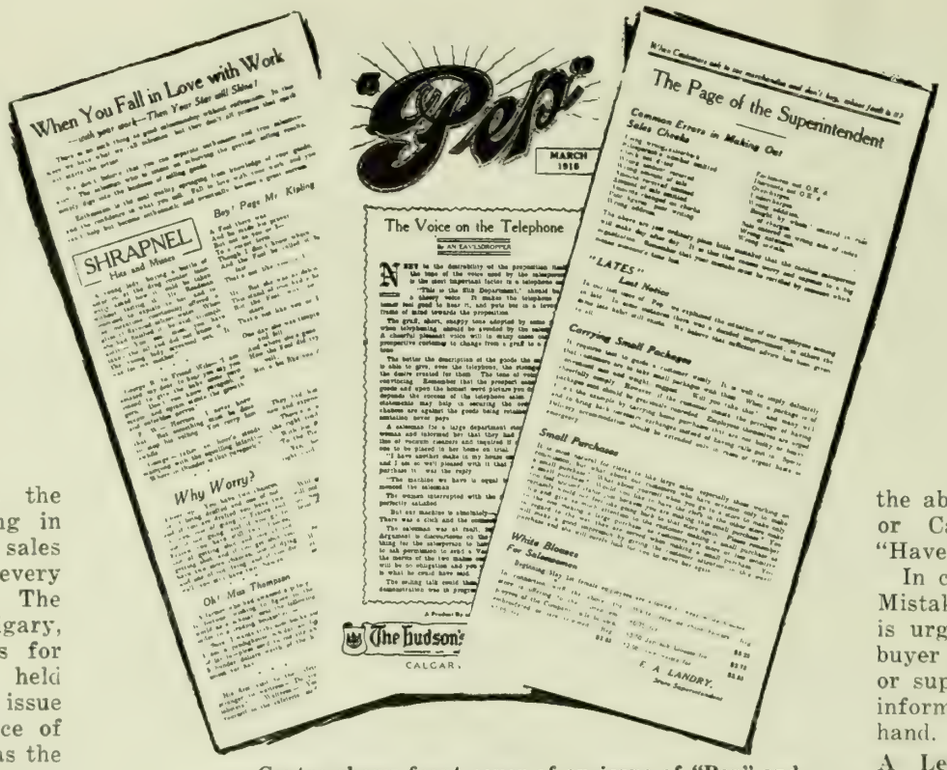
SERVE "PEP" TO THE SALES' STAFF

Hudson Bay Co., Calgary, Alta., Print It Monthly and Fill It With Ginger Talks, Instructions on How to Prevent Errors, Wit and Humor, etc.—One Page Signed by the Store Superintendent

Special Staff Correspondence

"PEP" is the title of a monthly pamphlet issued by the Hudson Bay Co., Calgary, Alta., for the benefit of their employees. "Pep" not only supplies practical information on handling and serving customers in the store, but it also goes in for the humorous side of life—it contains ginger and jokes, so to speak.

A large number of stores throughout the country have been going in strong of late for sales classes, including every member of the staff. The Hudson Bay Co., Calgary, maintains sales classes for beginners. These are held twice a week, but they issue "Pep" to take the place of these classes in so far as the remainder of the staff is concerned.



Centre shows front cover of an issue of "Pep" and right and left are pages illustrated from two other issues.

The information for keeping the staff in touch with the ideas and methods of the management is given in each month's issue under the heading, "The Superintendent's Page." This page is probably the most important one in the entire issue. It is signed by the superintendent, E. A. Landry.

Urge Curtailment of Special Deliveries

For instance, in the March issue a number of items appeared on it under the following headings: "Good and Bad Penmanship," "About Wrong Addresses," and "Unnecessary Expense." Under "Good and Bad Penmanship" it is pointed out that whereas probably 75 per cent. of the staff are good writers and take pains in making out their sales slips so as to give the delivery department a minimum of trouble, some of the others are careless. "The sheet writer when entering the name and address on the delivery sheet is often compelled to stop and make inquiries either from the delivery superintendent or assistant, and often is actually obliged to call the department from whence the purchase came and make a further search," says one of the statements. This trouble and expense is caused by poor writing.

The information about wrong addresses urges the same care when making a sale.

Under "Unnecessary Expense" heading the staff is urged not to promise too many special deliveries. It is pointed out by the superintendent that the delivery department has reported recently quite a number of cases when the customer has been really surprised to find her merchandise come as a special delivery. Delivery operation to-day is a big expense, and it is necessary to keep it down to the minimum.

The front cover of the same issue has splendid selling talks on "The Voice on the Telephone." This aims to show the correct method of talking to a prospective customer over the phone in order that she may not feel that the speaker is gruff or discourteous in any way. The article cites a case of how a salesman in a large department store missed his opportunity to sell a vacuum cleaner because he began to argue with the customer over the phone.

Choice of Words Important

In another issue the superintendent has some important talks under the headings of "Lates," "Objectionable Words and Expressions," "Avoid Making Mistakes," and "Wasting Time."

Under "Lates" the staff is urged to realize the importance of being at their work at the specified hour.

Under the "Objectionable Words and Expressions" item, it is pointed out, it is preferable to use the word "we" instead of "I" in all cases except those of a strictly personal character. For instance, a clerk should say, "We have this in ten shades;" not "I have this in ten shades." Advice is given to use the word "Madam" and not "Lady" in addressing women when not acquainted with their surnames. The word "Apartment" should be used and not "Flat" in referring to an apartment building. Clerks are also instructed not to use the abrupt question "Charge or Cash?" Instead say, "Have you an account?"

In connection with "Avoid Mistakes," the selling staff is urged to call upon the buyer or assistant floor man or superintendent to furnish information which is not at hand.

A Lesson on Wrong Addresses

To avoid getting wrong addresses the sales people are urged not to write down an address from memory, but to make sure of its correctness. The management points out that loss through error occasioned by neglect cannot be overlooked. Loss through error in issuing checks or their extension, entry of figures on transfers or giving package or change to wrong customer may mean dismissal. "It is just as easy to be careful," writes Mr. Landry, "as to be careless when the habit is once formed. Aside from the possibility of dismissal carelessness in small matters unfits you for usefulness in any sphere of labor elsewhere."

In still another issue of "Pep" the superintendent's page has items under the following headings: "Common Errors in Making Out Sales Checks," "'Lates' Last Notice," "Carrying Small Packages," "Small Purchases," "White Blouses for Sales Women."

In connection with "Small Purchases" the staff is urged to give the same attention to customers buying only small articles as they give to those who purchase expensive goods. "What about yourself when you go to a store to make only a small purchase? Would you like to have the clerk in the other store make you feel uncomfortable just because you are making this small purchase? You certainly would not feel like going back to

Continued on page 46.

CLOTH CONSERVATION, YES—YET THERE ARE NEW STYLES

Some of the Conservation Talk is Only Talk, Say Canadian Designers, Who Are Tending to Hit Out on More Distinctive Lines—Conservative Models Very Popular

WITH cloth scarce as at present, it is natural that manufacturing tailors should be making every possible saving. To this end there is a tendency to forego the use of belts which take up about 3½ inches of the cloth. There is a tendency also to give over the patch pockets—at least the unnecessary use of the patch pocket—as this takes up about one-quarter yard.

Cloth which costs, say, $3.60 a yard is 10c an inch, and if from 4 to 6 inches can be saved without in any way taking away from the style of the garment, the saving is worth while both on a monetary basis—worth while also from the standpoint of using less goods.

A sum like $3.60 a yard, moreover, is a moderate price nowadays. With cloth jumping the way it has of late there are some fancy priced cloths going into suits—no wonder these suits are selling from $30 to $50 and even $60 wholesale.

One blue serge cloth of a well known brand, which was selling at $2.10 per yard before the war, is now at $10.00 per yard. There are many such startling advances noted.

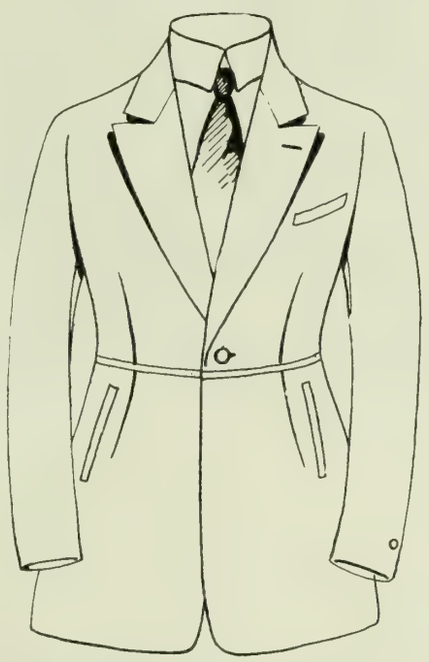
Some Bright New Models

The tendency to conserve cloth is not, it would seem, to be allowed to take away from the snappiness of the manufacturer's showing. It begins to seem that the Canadian designers are more and more striking out on lines of their own. Certainly they are doing some things which would not be tolerated in the U.S. at the present time—showing double-breasted suits for instance.

Across the line, so some of the Canadian designers indicate, the talk of conserving cloth has become a bugaboo. Not that Canadian designers are deprecating the move to this end. They seem to feel, however, that some of the measures taken to conserve cloth are not really doing this as well, perhaps, as could be done in some other way. One manufacturer, for instance, states that many people are overlooking the possibility of making great conservation in the cutting room. By eliminating waste there it is possible to make savings which mount up very rapidly both in cloth and in money.

Yes, there are to be plenty of new models shown for Spring, 1919.

One rather striking model, which MEN'S WEAR REVIEW saw, has a seam built around the jacket at the place where a belt would be; then, instead of the vent at the back, there is a pleat which gives freedom and yet prevents the trouser seat showing when the wearer leans over. The pockets are



Showing one of the new models with pleat where formerly was the belt.

of the vertical slash variety, the coat of course being single-breasted style.

The D.-B. Style

Another model seen is in the double-breasted style which is taboo in the U.S.A. Yet this model, according to its designer, uses less goods than a number of single-breasted models. It has wide lapels which run practically down to the waist, where there are the two horizontally placed buttons, and where a seam runs around as would be the case with a belt. From there down this model is much like the single-breasted model just described, except that the vent at the back is a real vent and not a pleat.

Still another striking style being shown is a single-breasted with just one button, which can be adjusted either in the cuff-link style or buttoned right over. Here, too, there is a seam running around giving the belt-like appearance. Vertical slash pockets are used.

There will, of course, probably be more staple lines shown for Spring than have been shown for a good many seasons past. This is because the older man is so much more important to the merchant at the present time—also because there is a feeling on the part of manufacturers that the retailer will want to keep his stock within bounds, will therefore want to carry a good part of this stock in good conservative styles which will suit the taste of many customers.

Keeping Stocks Down

By the way, this question as to how the merchant should keep his stock is one which is causing both merchant and manufacturers a good deal of serious thought. Certainly the stock will cost a lot more now than ever before. Suits wholesaling around $40 run into money fast. For this reason the need seems to be to keep things down.

There is also the question in the minds of all clothing men as to what will happen if the war should end. A certain unquietness is caused from the rumors which are given circulation from time to time of large hidden stocks of woollen cloth in Canada; also the uncertainty as to what woollen manufacturers would do immediately following a declaration of peace is causing wonderment.

While there does not seem any immediate reason to look for peace, nevertheless the question of what will happen when this ultimately arises is of interest.

One theory is, of course, that woollens which are in existence will be in huge demand, and that prices on them will remain steady or even higher.

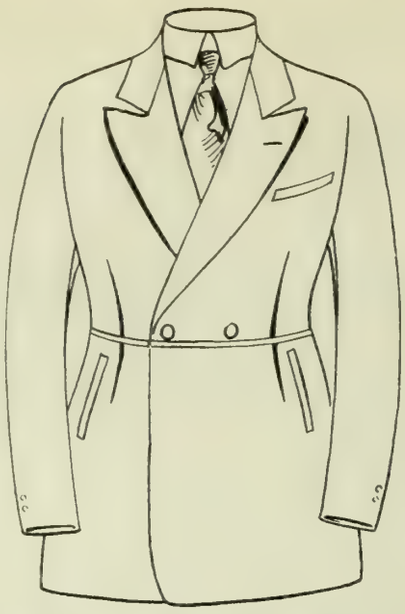
Will Want to Show Something Fresh

The other opinion is that the cloth

manufacturers, who have sent out practically nothing new in the way of patterns for some years, will rush to get out something fresh with which to appeal to a sated trade. This, it is held, will result in a big depreciation in the value of cloths which are held.

It is certain that some Canadian manufacturers have been laying in pretty good stocks of woollens. Those who are making cheaper clothes have been forced to do this to give any kind of service. It is also true, however, that the world consumption of wool has been tremendous and there does seem a good reason to expect that prices will remain high just on the working of the law of supply and demand.

It is an interesting point, however. Probably merchants would like to play the game reasonably safe and to be low in their stocks when peace does come. On the other hand, take the question of overcoatings at the present time. It seems absolutely certain that overcoatings for next year will be very much higher than for the present year. Would the merchant, therefore, be wise to clean up his overcoatings at the end of this season? It would seem not. To carry over a moderate stock, if this can be financed easily, should prove profitable.



A double-breasted model said to use less cloth than the sac. Here the pleat takes the place of the belt, too.

THIEVES EVIDENTLY KNEW VALUES

THIEVES who broke into the store of J. C. McGill, Oshawa, early in the month, carried off enough men's wear almost to start a store—20 or 30 suits, a pile of overcoats, another pile of overalls, a considerable number of ties, braces, garters, panama and fedora hats, men's gloves, underwear, raincoats, etc., totalling in value over $1,000. At the time of writing the thieves have not been apprehended.

Mr. H. Samuels has moved his men's wear business from 117½ Queen west to 151 Queen west, and has opened up with a splendid stock for the men's wear trade.

OVERCOATINGS WILL BECOME SCARCE

The Outlook is That Cloth Will be Both Scarce and Higher in Price — Present Stocks of Overcoating Should be Carried Over to Avoid 25 Per Cent. Advance

CONFLICTING opinions are met with concerning the future of the clothing business—whether the scarcity of cloth will cease to exist when peace comes, whether the tendency will be more and more towards conservative styles, etc. There is no controversy whatever, however, as regards the fact that prices for Spring, 1919, are going to be higher than they have been, and regarding the fact that for Fall, 1919, certain lines of clothing, notably overcoats, will be terribly scarce.

Elsewhere in this issue full information is given regarding steps taken by the War Purchasing Board to secure uniform cloths from the Canadian woollen mills. Now the Canadian clothing trade has come, since the commencement of the war, to depend more and more upon the Canadian mills for their supplies. The large government orders which have been placed with these mills, therefore, mean that a big part of the necessary supplies of the manufacturing tailors will be cut off.

For clothing to be delivered to the retailer for Fall no difficulty will be experienced, as the manufacturers have the necessary cloths on hand. So with the special measure goods to some extent, although here, of course, the manufacturers make available cloths as they come to hand, which means that this year they will be adding cloths from time to time and will doubtless be cancelling other cloths upon failure to receive delivery on repeat orders.

Pinch to Come for Fall

For Spring, 1919, ready-to-wear lines are fairly adequate, cloth stocks are already on hand, and more are expected. It is for Fall, 1919, that the great hardship is likely to result. The Canadian mills are now so busy on military orders that only a few of them are taking any orders for civilian business. What they are able to sell will be entirely insufficient to meet the demand, so that unless there is a big easing up the cloth available for the Fall, 1919, line will be limited.

Scarcity of Overcoatings

It is overcoatings which are expected to be the most scarce. Canadian woolen manufacturers have been very successful in making these. The trade has come to depend more and more upon the Canadian products, and so the inability of Canadian mills to turn out their full production of overcoatings would be a serious thing. The hope is that the mills will be able to get through their government orders by January or February, 1919, and then will be in a position to rush civilian business, especially to rush production of overcoatings. If such is the case, and the mills can get the necessary wool, there should be a very fair production of overcoatings before these are needed for making up into the 1919 Fall lines.

Still, overcoatings are going to be scarce. There seems no way of avoiding such a state of affairs. Merchants, therefore, would do well to husband anything in the nature of staple overcoats which they have on hand now, or which they will have on hand at the conclusion of the coming winter. Slaughter sales of overcoats would seem to be bad business.

One man says there will be only two conclusions to reach upon seeing a slaughter sale of overcoats this winter—either the merchant who is carrying on the sale is a fool or he is hard up for money. The latter, of course, is a mighty good reason for holding a clean up sale. If this class of goods can be carried over, however, without weakening credit, it would seem that the merchant would be acting wisely to carry them into the next Winter season. He probably would not be able to replace the overcoats which he has bought for this coming Fall at less than a 25 per cent. advance.

NEW FIRMS WILL MAKE OVERCOATINGS

ONE result of the recent meeting between representatives of the War Purchasing Committee, the Canadian cloth manufacturers, and the Canadian clothing manufacturers, was a decision on the part of mills engaged in the manufacture of mackinaw cloths and blankets to work on overcoatings. It was stated that clothing men would have to submit samples of the cloths which they wanted, and that the cloth manufacturers will make these up to the best of their ability.

The hope is that this diversion of mills, for a certain period only of course, will do a great deal towards relieving the situation in overcoatings. It is probable these mills will work only on the simpler patterns, but this will leave the other firms, who have been for years making overcoatings, free to go after the more complicated cloths and to work up an increased output.

Is This Trim Worth $1.75?

Yes, the cost of this trim, exclusive, of course, of the designer's time, was only $1.75. It proved a winner, bringing fine early sales of straws to Garner's Kitchener Store.

The trim was made by the use of rye straw and green ribbons, a green band being used on the big hat shown in the centre.

The color struck out—fairly struck at passers-by.

The large hat, which formed the centre of this trim was made quite cheaply, an old band box being used for the crown, and heavy pieces of cardboard for the rim. Straw was fastened on with heavy linen thread.

This unique trim was arranged by George B. Hathaway.

MEN'S WEAR REVIEW
THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE
Published MONTHLY
143-153 University Av. TORONTO-CAN.

VOL. 8 AUGUST, 1918 No. 8

ARE CANCELLATIONS WISE?

THE report of poor crops in certain Western sections—perhaps also the definite first hand knowledge which they possess—has caused some merchants in Western Canada to cancel a part of their orders. If supplies on hand are sufficient to satisfy the trade which they expect, without the delivery of these new goods, probably the cancellation is wise.

If, however, the cancellation is the result of an attack of nerves—resulting from the report of bad crops—resulting even from the experience of what bad crops meant in previous years—then the cancellation may not be wise.

Things are not in 1918 as they were in 1914. For three years now the Western farmer has had more than average crops. He enjoyed what he would have considered before the war phenomenal prices. He has liquidated his indebtedness. He has put money aside so that, in a majority of cases, he will be able to purchase to cover his needs, even if the crop is poor this year.

Moreover, a poor crop, at the prices of to-day, will mean a very fair amount of money, and this will go for necessities, such as food and clothing.

The Western merchant might well figure the question carefully before canceling goods which he will not be able to order again at as favorable prices.

HO FOR THE FARMER

A PROSPEROUS man is a man whose trade is worth cultivating. That the farmer is prosperous any lawyer or banker, who has been in touch with the farm mortgage situation, will assure you.

Word comes from a banker in London, Ont., that during the last six months more farm mortgages had been cleaned up than in the previous 20 years.

This seems beyond belief almost, yet from other parts of the country the word at least indicates a great movement on the part of the farmer to clean up all the indebtedness against his farm.

The farmer is in such a position as he never has been before. He is going to have a prosperous time for years after the war. His living will undoubtedly move on to a higher plane. He will be a heavier buyer of working men's clothes and of finer clothes to wear when he goes to town.

The farmer's trade is more than ever worth cultivating. It is time to cultivate it now.

MAKING FATHER COME ACROSS

SOMEWHAT amusing but significant stories are being told by merchants who do business with farmers and farmers' sons. The boy has the whip-hand. He is working hard and feels he needs good clothing. As has been the time-honored custom, the father frequently comes with him when he is making a purchase. It is the father who pays the bill. The father, also according to a time-honored custom, is coming into considerable disfavor, by urging that the boy have a cheap suit. The son wants something better, something very good indeed.

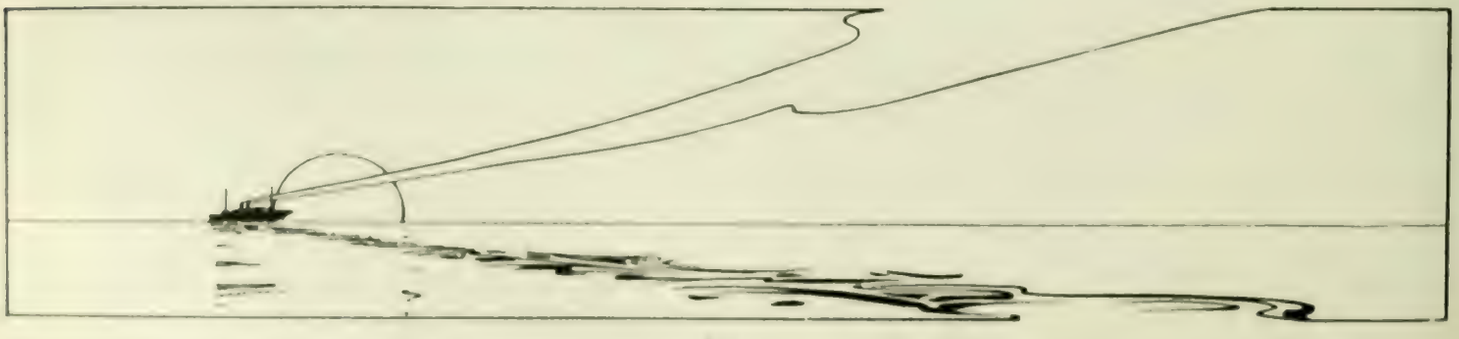
So the significant suggestion is made: "If I stay home on the farm and work I ought to have good clothing," says the boy. "If I went to the city I could earn good clothing. If I entered the army I would have a good suit given for nothing."

So poor father pays.

This is significant not only of the present but the future. The boy on the farm is an earner, he is entitled to his money and should have the privilege of spending it as other boys spend—for good clothing. If father does not come across for the suit of clothes, he will have to go across to England, or somewhere else, for his hired help. The boy is going to be well dressed.

EDITORIAL NOTES

IN THE United States they are imposing taxes upon a wide list of luxuries. It is said, for instance, that shirts costing more than $2 may be taxed. With prices as they are now, and still soaring, a $2 shirt isn't going to be much of a luxury unless we hark back to Adam's fig leaf as the necessity.



FREIGHT RATE INCREASE INDICATES TROUBLE

To Make Sure of Deliveries Merchants Should Take in Goods Early—Otherwise the Goods May be Lacking When Needed.

BOTH because it is a necessary forerunner of a further movement toward higher prices, and because it indicates the existence of transportation difficulties on a larger scale than ever before, the order-in-council recently passed by the Government of Canada, authorizing a freight rate increase of something like 20% is of great importance to the manufacturing and retail men's wear trade.

INCREASE COMES EARLY

Information so far to hand does not state definitely when this increase in rates will come into effect. Rumor says that Aug. 1st is the date. Probably this is a little sooner than the change will be made, but it is certain that the advance may be looked for without any considerable delay.

INDICATES GREAT TRANSPORTATION DIFFICULTIES

Perhaps the greatest significance of this movement to the men's wear trade is in the indication given that transportation difficulties are becoming greater and greater. The reason for the advance in rates is due to the higher cost of operating expenses. The very thing that makes cost higher makes labor difficult to obtain; and it seems possible—unfortunately indeed probable—that the railways will experience serious difficulties in operating during the coming Fall and Winter.

Such being the case it is quite certain that such necessary commodities as coal will be given preference—also the transportation of troops will have the precedence over all other needs so that commercial freight, perhaps commercial express, will be delayed.

PERHAPS OTHER INCREASES

The same factors which make an increase in freight rates necessary apply also to express rates, and there is reason to look for higher prices here.

Both, therefore, to avoid delays in receiving goods, and to avoid the possibility of paying a higher price for the carrying of these, due to a very possible express revision, the retail trade would be well advised to take in goods as quickly as possible.

TAKE IN GOODS IF POSSIBLE

There are many orders now on hand calling for deliveries in September and October. It would seem to be the part of wisdom for those merchants who can possibly take in the goods to instruct the manufacturers to send forward the orders at once. This would mean that the merchant would have the goods on hand when required. It would mean also that he would be doing something to relieve the situation by taking deliveries now and not holding these back to congest the carrying facilities in the later months when transportation is heavier.

TIME TO PLAY SAFE

These are days when it is exceedingly difficult to tell what is coming next. This freight advance may be the last of its kind, or it may be merely the forerunner of other advances. It does seem quite possible that a corresponding advance will be allowed to the express companies. Moreover, there is the possibility of labor difficulties which has to be considered at the present season. Merchants cannot tell what will arise to delay deliveries. The safe course, therefore, is unquestionably to get the goods in—at least in sufficient quantities to make sure of having on hand a supply large enough to meet the season's requirements.

Above illustration shows the delivery equipment of Browns Limited, Portage la Prairie store. One of the motor trucks and one of the horse deliveries are not shown. Complete equipment includes three motor trucks, two covered waggons and one furniture delivery.

MOTOR TRUCK AND 'PHONE GETS SUMMER TRADE

When Farmers Are Busy Spring Seeding and Harvesting in the Fall, Brown's Limited, Portage la Prairie, Make it Easier for Them to Shop—Definite Routes Planned for Each Day—Summer and Fall Trade Greatly Increased

Written by a staff representative for Men's Wear Review

"WHEN the farmer cannot come to town to buy his goods, we take the store to him."

This is one of the principles under which the large Browns, Ltd., department store in Portage la Prairie, Man., operates in order to keep the home trade at home. The two important adjuncts to the carrying out of this principle are Rural Telephone and Motor Trucks.

Beginning with April each year during the past three years Browns, Ltd., have been sending a motor truck into the country for 10 or 12 miles delivering goods to the farmers. This does not mean the farmers come into town and buy their goods and have them delivered. The farmer always takes his own goods home when he does come to the town.

The idea is to give the farmer a real service during his busy months by means of the rural telephone and the motor trucks.

Each afternoon the farmers along a certain route in the surrounding territory are called up by phone for their orders. These are made up that day and go out the first thing next morning.

Different Route Each Day

It would of course be imposible to give this service every day to all customers. Browns, Ltd., have instituted definite routes for their motor trucks to travel each day of the week. The truck goes one direction one day, another the next and so on. This means that the business is operated on a well laid plan eliminating confusion and giving the farmers along each route an efficient weekly service.

This year the service was begun on April 22. To acquaint the farmers along the different routes with its commencement and operation a letter was sent to all urging them to place their orders day before. This will enable our destore on the phone. This circular letter read as follows:

Portage La Prairie, Man.
April 18, 1918.

Dear Sir or Madam:—

Our Rural Delivery Schedule for the coming season commences next week.

The following routes will be covered each day:

Burnside, Bagot—	Monday
High Bluff, Poplar Point—	Tuesday
Rossendale, Edwin—	Wednesday
McDonald, Longburn—	Thursday
Oakland, Flee Island—	Friday
South of River, Oakville—	Saturday

Weather permitting the motor cars will leave the store the first thing every morning, so all orders must be in the day before. This will enable our departments, especially the Grocery Department, to get orders ready and thereby help us to render more prompt service.

This schedule will be carried out as closely as possible, but if you require goods on a day not scheduled for your route do not hesitate to call us up as we can usually make some delivery arrangement.

Place this schedule somewhere convenient to your telephone so that it can be easily consulted.

At Your Service,
BROWNS, LIMITED.

Keep Trade at Home

Browns, Ltd., do not wait for the farmers to telephone in their orders. They get busy each day themselves and call up their customers along the routes the auto trucks will travel next day and find out their wants. The management of the store state this method has greatly increased their business during the summer seasons. It tends to prevent farmers and their wives sending to the distant mail order houses for goods. They now deal almost entirely at their home town.

"All kinds of goods are bought over the phone by the farmers in this way," stated a member of the firm. "Farmers have plenty of money and they buy in big quantities. When buying provisions they seldom order 10 or 20 lbs. of sugar, for instance, but buy a hundredweight. Every thing is bought in similar quantities. We sell them not only provisions but clothing such as overalls, collars, shirts and even a large number of our customers buy dresses, waists, etc., by phone. Two of the employees do the shopping for them in such cases. Of course we know our customers pretty well and know about

(Continued on page 46)

SPECIAL TIME CLERKS DRAW FACTORY MEN'S TRADE

Ernie White, of Chatham, Solves Help Problem and Secures Human Magnets for His Store by the Same Stroke—Results, in Dollars and Cents, Show the Benefit.

NEVER was there a time when the business of factory employees was so important to the men's wear trade. These workers are all drawing larger wages than ever before, a great many plants are running two or three shifts, so that the actual earnings of the workers has pyramided over the pre-war days.

All of which simply means that wide-awake men's wear merchants are continually on the lookout for methods by which they can attract the trade of the factory men. They should, therefore, be greatly interested in the scheme which has been adopted by Ernie White of Chatham, Ont.

Mr. White has built up his scheme on the proposition that people like to deal with some one they know; that they feel more at home when talking to a friend; come more readily into the store where a friend is working. Mr. White naturally can not know all the workers in all the factories himself and has therefore used the system of getting clerks who will multiply the number of customers known to the store's staff.

The store is open many evenings and Mr. White has made an arrangement with some of the young men in the factories to assist him then and on Saturday afternoons and evenings. The system of paying for this help is partly wage and partly on a commission basis. This means that it is particularly worth the while of the transient clerk, if such a term may be used, to bring all the trade possible to the store. In consequence he talks about the store to his friends in the factory; tells them that he will be in the store on such and such a day and suggests if they have anything to buy, they drop in then.

With several of these transient clerks taking such action it is no wonder that a large number of the factory boys have come to regard this store as a place they naturally want to visit. Then, remembering how one man frequently brings another with him, it will be seen that the more that are led to come by reason of these extra helpers, the more people will continue to come for the very fact that their friends have been going to the store.

In April last Mr. White had a $700 increase in sales over the corresponding month of the year previous. A good part of this increase he attributed to this system of using outside help, and getting this outside help to draw trade. However, he has other principles which undoubtedly have influence. Mr. White, for instance, aims to have goods which are entirely different from those to be secured in some of the other stores. He wants people to feel that they can get a certain line from him and from him only. This Mr. White believes is a good way to hold trade.

Mr. White moreover is a very keen believer in special sales, and when holding these advertises them freely in the local papers. Circulars are also a factor, these being sent out both to the town and country customers.

It is interesting to note that Mr. White in his effort to increase the business secured from the workers, has at the same time solved the help problem which is a big one to many merchants at the present time. He has clerks on whom he can call when he is particularly busy. He pays them when they are working, plus a commission for business they actually bring to the store. He is paying little or nothing for help which may for a part of the day be standing idle.

Conscription of course will make some difference to Mr. White as it will make some difference to many other merchants. A great part of his business, with the workers, however, has been with the men past middle age and with the very young fellows who will not be taken. The loss as a result of boys getting into uniform will unquestionably be felt but it will, Mr. White believes, be offset in other ways. Certainly the experience of the last month for which figures are available seems to indicate that there is nothing to fear as to the result of conscription.

Moreover here, as in many other places the boys are beginning to come back from the front and from them good business will be secured; and the business in selling goods to the soldiers—not uniforms only but underwear, and all the little accessories which are not with the outfit supplied by the Government—seem certain from now on to be a bigger thing than since 1915.

PRESSING DEPARTMENT HELPS SALES

Chas. F. Wilson Finds This Service Pays Directly and by Bringing People More Often to His Store.

IF I can see my customers more often, have an opportunity to talk with them, I will get better acquainted and it is certain more business will follow." So figures Chas. F. Wilson of 1005 Bloor street W., Toronto. Mr. Wilson's neat and attractive show windows make a splendid impression on the passer-by. Seasonable goods are well displayed, in fact it was his window that prompted MEN'S WEAR REVIEW to drop in for a chat—the windows were inviting. Inside one found a well-selected and arranged stock of the "fixings" for men. Panamas and straws were being played up prominently at present. The display fixtures, silent salesman and cases were well chosen, making in all a most attractive and easily run men's wear shop.

Mr. Wilson sees his customers more often, for he operates a pressing outfit at the rear of the store. Separated by a light partition this ally brings his regular customers in frequently and a neat sign in his window attracts the notice of the traffic up and down past his door. As Mr. Wilson says, "This all helps, and in these times we need to be on the lookout for plans that pay."

Mr. Wilson has suits called for and delivered, and while he has some customers on contract, the separate charge each time is much better for all, he believes. As stated above, he gets much better acquainted with his customers, makes buying more easy. He gets to know his customers' likes and dislikes, and in this way has a stock that turns over more quickly.

A "Wilson pressed" suit shown in contrast to an unpressed one is his best advertisement. While clothes do not make the man, a great deal hinges on making the best possible appearance, and pressing decidedly adds to the appearance of one's suit. This display drives home the point.

Mr. Wilson is enthusiastic about his ally and contemplates putting a man on his pressing machine; but as he says, he is getting along alone until the boys come back.

The machine is also quite a help in keeping his stock that has been "mussed" by handling in good saleable shape. This means a great deal. Ties, for instance, that have been creased can be made to look fresh and saleable.

Altogether, Mr. Wilson is well pleased with this combination of pressing and selling men's wear goods and finds that they work well together.

ENLARGING HOSIERY PLANT

THE Peerless Hosiery Co., Ltd., London, Ont., has changed its name to the London Hosiery Mills, Ltd., and is now arranging to use as a trade mark the words "London Knit."

The capacity of this mill has been about 400 dozen a day, but an addition of 70 feet is being made to the factory, and it is expected that very shortly daily output will reach 1,000 dozen. Men's half hose are being added to the range. Some 60 new machines are now being secured.

SERVE "PEP" TO THE SALES' STAFF

Hudson Bay Co., Calgary, Alta., Print It Monthly and Fill It With Ginger Talks, Instructions on How to Prevent Errors, Wit and Humor, etc.—One Page Signed by the Store Superintendent

Special Staff Correspondence

"PEP" is the title of a monthly pamphlet issued by the Hudson Bay Co., Calgary, Alta., for the benefit of their employees. "Pep" not only supplies practical information on handling and serving customers in the store, but it also goes in for the humorous side of life—it contains ginger and jokes, so to speak.

A large number of stores throughout the country have been going in strong of late for sales classes, including every member of the staff. The Hudson Bay Co., Calgary, maintains sales classes for beginners. These are held twice a week, but they issue "Pep" to take the place of these classes in so far as the remainder of the staff is concerned.

The information for keeping the staff in touch with the ideas and methods of the management is given in each month's issue under the heading, "The Superintendent's Page." This page is probably the most important one in the entire issue. It is signed by the superintendent, E. A. Landry.

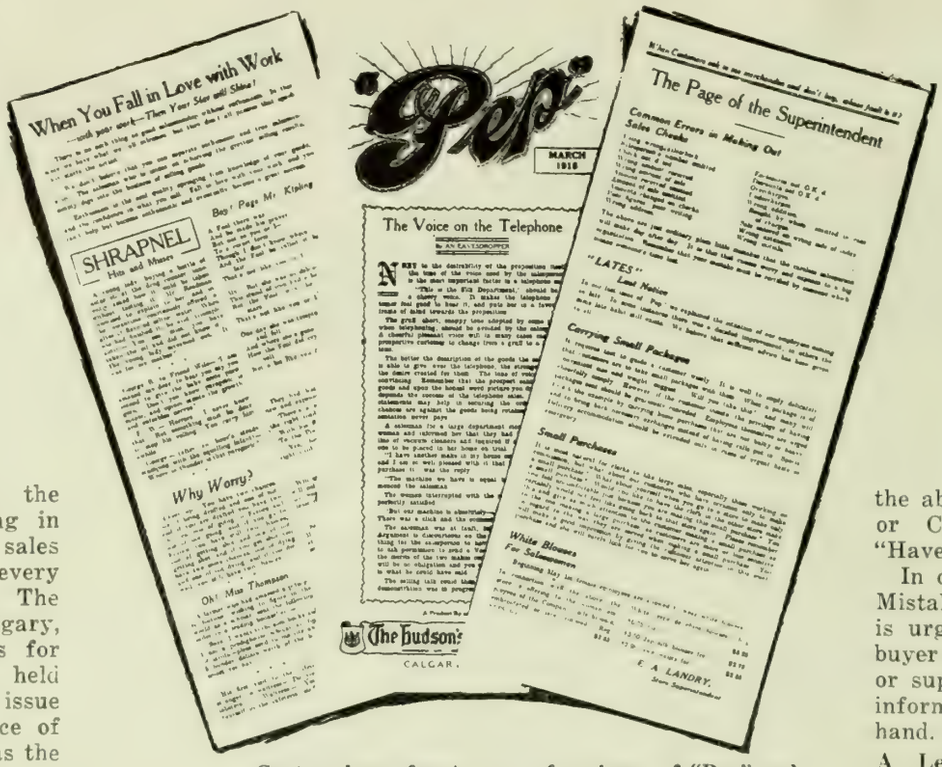
Urge Curtailment of Special Deliveries

For instance, in the March issue a number of items appeared on it under the following headings: "Good and Bad Penmanship," "About Wrong Addresses," and "Unnecessary Expense." Under "Good and Bad Penmanship" it is pointed out that whereas probably 75 per cent. of the staff are good writers and take pains in making out their sales slips so as to give the delivery department a minimum of trouble, some of the others are careless. "The sheet writer when entering the name and address on the delivery sheet is often compelled to stop and make inquiries either from the delivery superintendent or assistant, and often is actually obliged to call the department from whence the purchase came and make a further search," says one of the statements. This trouble and expense is caused by poor writing.

The information about wrong addresses urges the same care when making a sale.

Under "Unnecessary Expense" heading the staff is urged not to promise too many special deliveries. It is pointed out by the superintendent that the delivery department has reported recently quite a number of cases when the customer has been really surprised to find her merchandise come as a special delivery. Delivery operation to-day is a big expense, and it is necessary to keep it down to the minimum.

The front cover of the same issue has splendid selling talks on "The Voice on the Telephone." This aims to show the correct method of talking to a prospective customer over the phone in order that she may not feel that the speaker is gruff or discourteous in any way. The article cites a case of how a salesman in a large department store missed his opportunity to sell a vacuum cleaner because he began to argue with the customer over the phone.



Centre shows front cover of an issue of "Pep" and right and left are pages illustrated from two other issues.

Choice of Words Important

In another issue the superintendent has some important talks under the headings of "Lates," "Objectionable Words and Expressions," "Avoid Making Mistakes," and "Wasting Time."

Under "Lates" the staff is urged to realize the importance of being at their work at the specified hour.

Under the "Objectionable Words and Expressions" item, it is pointed out, it is preferable to use the word "we" instead of "I" in all cases except those of a strictly personal character. For instance, a clerk should say, "We have this in ten shades;" not "I have this in ten shades." Advice is given to use the word "Madam" and not "Lady" in addressing women when not acquainted with their surnames. The word "Apartment" should be used and not "Flat" in referring to an apartment building. Clerks are also instructed not to use the abrupt question "Charge or Cash?" Instead say, "Have you an account?"

In connection with "Avoid Mistakes," the selling staff is urged to call upon the buyer or assistant floor man or superintendent to furnish information which is not at hand.

A Lesson on Wrong Addresses

To avoid getting wrong addresses the sales people are urged not to write down an address from memory, but to make sure of its correctness. The management points out that loss through error occasioned by neglect cannot be overlooked. Loss through error in issuing checks or their extension, entry of figures on transfers or giving package or change to wrong customer may mean dismissal. "It is just as easy to be careful," writes Mr. Landry, "as to be careless when the habit is once formed. Aside from the possibility of dismissal carelessness in small matters unfits you for usefulness in any sphere of labor elsewhere."

In still another issue of "Pep" the superintendent's page has items under the following headings: "Common Errors in Making Out Sales Checks," "'Lates' Last Notice," "Carrying Small Packages," "Small Purchases," "White Blouses for Sales Women."

In connection with "Small Purchases" the staff is urged to give the same attention to customers buying only small articles as they give to those who purchase expensive goods. "What about yourself when you go to a store to make only a small purchase? Would you like to have the clerk in the other store make you feel uncomfortable just because you are making this small purchase? You certainly would not feel like going back to

Continued on page 46.

CLOTH CONSERVATION, YES—YET THERE ARE NEW STYLES

Some of the Conservation Talk is Only Talk, Say Canadian Designers, Who Are Tending to Hit Out on More Distinctive Lines—Conservative Models Very Popular

WITH cloth scarce as at present, it is natural that manufacturing tailors should be making every possible saving. To this end there is a tendency to forego the use of belts which take up about 3½ inches of the cloth. There is a tendency also to give over the patch pockets—at least the unnecessary use of the patch pocket—as this takes up about one-quarter yard.

Cloth which costs, say, $3.60 a yard is 10c an inch, and if from 4 to 6 inches can be saved without in any way taking away from the style of the garment, the saving is worth while both on a monetary basis—worth while also from the standpoint of using less goods.

A sum like $3.60 a yard, moreover, is a moderate price nowadays. With cloth jumping the way it has of late there are some fancy priced cloths going into suits—no wonder these suits are selling from $30 to $50 and even $60 wholesale.

One blue serge cloth of a well known brand, which was selling at $2.10 per yard before the war, is now at $10.00 per yard. There are many such startling advances noted.

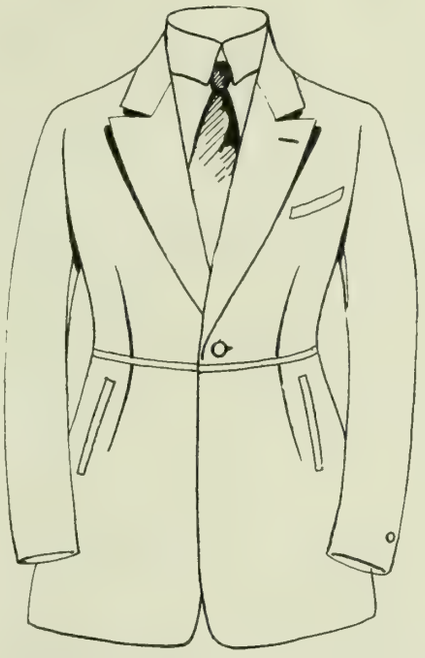
Some Bright New Models

The tendency to conserve cloth is not, it would seem, to be allowed to take away from the snappiness of the manufacturer's showing. It begins to seem that the Canadian designers are more and more striking out on lines of their own. Certainly they are doing some things which would not be tolerated in the U.S. at the present time—showing double-breasted suits for instance.

Across the line, so some of the Canadian designers indicate, the talk of conserving cloth has become a bugaboo. Not that Canadian designers are deprecating the move to this end. They seem to feel, however, that some of the measures taken to conserve cloth are not really doing this as well, perhaps, as could be done in some other way. One manufacturer, for instance, states that many people are overlooking the possibility of making great conservation in the cutting room. By eliminating waste there it is possible to make savings which mount up very rapidly both in cloth and in money.

Yes, there are to be plenty of new models shown for Spring, 1919.

One rather striking model, which MEN'S WEAR REVIEW saw, has a seam built around the jacket at the place where a belt would be; then, instead of the vent at the back, there is a pleat which gives freedom and yet prevents the trouser seat showing when the wearer leans over. The pockets are



Showing one of the new models with pleat where formerly was the belt.

of the vertical slash variety, the coat of course being single-breasted style.

The D.-B. Style

Another model seen is in the double-breasted style which is taboo in the U.S.A. Yet this model, according to its designer, uses less goods than a number of single-breasted models. It has wide lapels which run practically down to the waist, where there are the two horizontally placed buttons, and where a seam runs around as would be the case with a belt. From there down this model is much like the single-breasted model just described, except that the vent at the back is a real vent and not a pleat.

Still another striking style being shown is a single-breasted with just one button, which can be adjusted either in the cuff-link style or buttoned right over. Here, too, there is a seam running around giving the belt-like appearance. Vertical slash pockets are used.

There will, of course, probably be more staple lines shown for Spring than have been shown for a good many seasons past. This is because the older man is so much more important to the merchant at the present time—also because there is a feeling on the part of manufacturers that the retailer will want to keep his stock within bounds, will therefore want to carry a good part of this stock in good conservative styles which will suit the taste of many customers.

Keeping Stocks Down

By the way, this question as to how the merchant should keep his stock is one which is causing both merchant and manufacturers a good deal of serious thought. Certainly the stock will cost a lot more now than ever before. Suits wholesaling around $40 run into money fast. For this reason the need seems to be to keep things down.

There is also the question in the minds of all clothing men as to what will happen if the war should end. A certain unquietness is caused from the rumors which are given circulation from time to time of large hidden stocks of woollen cloth in Canada; also the uncertainty as to what woollen manufacturers would do immediately following a declaration of peace is causing wonderment.

While there does not seem any immediate reason to look for peace, nevertheless the question of what will happen when this ultimately arises is of interest.

One theory is, of course, that woollens which are in existence will be in huge demand, and that prices on them will remain steady or even higher.

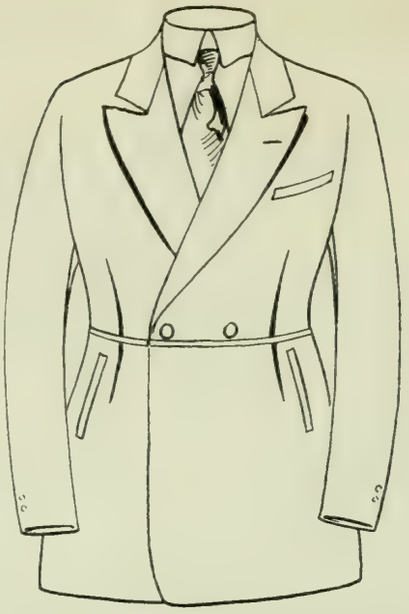
Will Want to Show Something Fresh

The other opinion is that the cloth

manufacturers, who have sent out practically nothing new in the way of patterns for some years, will rush to get out something fresh with which to appeal to a sated trade. This, it is held, will result in a big depreciation in the value of cloths which are held.

It is certain that some Canadian manufacturers have been laying in pretty good stocks of woollens. Those who are making cheaper clothes have been forced to do this to give any kind of service. It is also true, however, that the world consumption of wool has been tremendous and there does seem a good reason to expect that prices will remain high just on the working of the law of supply and demand.

It is an interesting point, however. Probably merchants would like to play the game reasonably safe and to be low in their stocks when peace does come. On the other hand, take the question of overcoatings at the present time. It seems absolutely certain that overcoatings for next year will be very much higher than for the present year. Would the merchant, therefore, be wise to clean up his overcoatings at the end of this season? It would seem not. To carry over a moderate stock, if this can be financed easily, should prove profitable.



A double-breasted model said to use less cloth than the sac. Here the pleat takes the place of the belt, too.

THIEVES EVIDENTLY KNEW VALUES

THIEVES who broke into the store of J. C. McGill, Oshawa, early in the month, carried off enough men's wear almost to start a store—20 or 30 suits, a pile of overcoats, another pile of overalls, a considerable number of ties, braces, garters, panama and fedora hats, men's gloves, underwear, raincoats, etc., totalling in value over $1,000. At the time of writing the thieves have not been apprehended.

Mr. H. Samuels has moved his men's wear business from 117½ Queen west to 151 Queen west, and has opened up with a splendid stock for the men's wear trade.

OVERCOATINGS WILL BECOME SCARCE

The Outlook is That Cloth Will be Both Scarce and Higher in Price — Present Stocks of Overcoating Should be Carried Over to Avoid 25 Per Cent. Advance

CONFLICTING opinions are met with concerning the future of the clothing business—whether the scarcity of cloth will cease to exist when peace comes, whether the tendency will be more and more towards conservative styles, etc. There is no controversy whatever, however, as regards the fact that prices for Spring, 1919, are going to be higher than they have been, and regarding the fact that for Fall, 1919, certain lines of clothing, notably overcoats, will be terribly scarce.

Elsewhere in this issue full information is given regarding steps taken by the War Purchasing Board to secure uniform cloths from the Canadian woollen mills. Now the Canadian clothing trade has come, since the commencement of the war, to depend more and more upon the Canadian mills for their supplies. The large government orders which have been placed with these mills, therefore, mean that a big part of the necessary supplies of the manufacturing tailors will be cut off.

For clothing to be delivered to the retailer for Fall no difficulty will be experienced, as the manufacturers have the necessary cloths on hand. So with the special measure goods to some extent, although here, of course, the manufacturers make available cloths as they come to hand, which means that this year they will be adding cloths from time to time and will doubtless be cancelling other cloths upon failure to receive delivery on repeat orders.

Pinch to Come for Fall

For Spring, 1919, ready-to-wear lines are fairly adequate, cloth stocks are already on hand, and more are expected. It is for Fall, 1919, that the great hardship is likely to result. The Canadian mills are now so busy on military orders that only a few of them are taking any orders for civilian business. What they are able to sell will be entirely insufficient to meet the demand, so that unless there is a big easing up the cloth available for the Fall, 1919, line will be limited.

Scarcity of Overcoatings

It is overcoatings which are expected to be the most scarce. Canadian woolen manufacturers have been very successful in making these. The trade has come to depend more and more upon the Canadian products, and so the inability of Canadian mills to turn out their full production of overcoatings would be a serious thing. The hope is that the mills will be able to get through their government orders by January or February, 1919, and then will be in a position to rush civilian business, especially to rush production of overcoatings. If such is the case, and the mills can get the necessary wool, there should be a very fair production of overcoatings before these are needed for making up into the 1919 Fall lines.

Still, overcoatings are going to be scarce. There seems no way of avoiding such a state of affairs. Merchants, therefore, would do well to husband anything in the nature of staple overcoats which they have on hand now, or which they will have on hand at the conclusion of the coming winter. Slaughter sales of overcoats would seem to be bad business.

One man says there will be only two conclusions to reach upon seeing a slaughter sale of overcoats this winter—either the merchant who is carrying on the sale is a fool or he is hard up for money. The latter, of course, is a mighty good reason for holding a clean up sale. If this class of goods can be carried over, however, without weakening credit, it would seem that the merchant would be acting wisely to carry them into the next Winter season. He probably would not be able to replace the overcoats which he has bought for this coming Fall at less than a 25 per cent. advance.

NEW FIRMS WILL MAKE OVERCOATINGS

ONE result of the recent meeting between representatives of the War Purchasing Committee, the Canadian cloth manufacturers, and the Canadian clothing manufacturers, was a decision on the part of mills engaged in the manufacture of mackinaw cloths and blankets to work on overcoatings. It was stated that clothing men would have to submit samples of the cloths which they wanted, and that the cloth manufacturers will make these up to the best of their ability.

The hope is that this diversion of mills, for a certain period only of course, will do a great deal towards relieving the situation in overcoatings. It is probable these mills will work only on the simpler patterns, but this will leave the other firms, who have been for years making overcoatings, free to go after the more complicated cloths and to work up an increased output.

TWO OPINIONS ON FUTURE OF CLOTHING PRICES

Some Expect British Government Will Hold Price of Wool at High Level Thus Making a Profit and Preventing Harmful Fall of Prices—The Other View.

WHAT will happen to clothing prices at the termination of the war? It is a question which many merchants would give a good deal to solve. If they have a big stock in hand when the end comes, and prices toboggan, there will be large losses to absorb. If the decline is gradual even a big stock would not be out of all danger.

In view of the importance of this subject it will be of interest to bring out two viewpoints which are being expressed—both by pretty close students of the situation.

One view is that there are unquestionably good stocks of certain classes of cloths on hand: that there is plenty of wool in Australia; and that after the war this will be brought over to Canada and England and the United States quite freely, so that the cloth makers will have lots of material with which to work.

BIG SUPPLIES WILL BE AVAILABLE

After the war, so it is said, these cloth makers will also have plenty of labor available. They will therefore be in position to turn out large quantities of cloth—being unhampered by any demand for military supplies.

After working for a number of years on old patterns, the cloth manufacturers will, it is said, be eager to bring out new designs. They will know that other clothmakers will be bringing out new designs, and they will try to outdo the other fellow. As a result the market will for the first time in four years see fresh goods. This will mean that the old staple cloths will fall into disfavor—will naturally therefore go down in price.

MARKING DOWN OF GOODS NECESSARY

It is the opinion of those holding this view that the clothing manufacturer who has large supplies of cloth on hand will find he has raw material which has decreased over night almost by 50 per cent; while merchants, who have a large quantity of clothing made up in these cloths, will be forced to mark these down in price.

But here is the contrary view.

It is true, say those holding this opinion, that there is a good deal of wool in Australia at the present time—this by reason of the fact that bottoms have been used for purposes of carrying troops, munitions proper and supplies to such an extent that even so important a commodity as wool was left until the great rush for these first line war supplies should be over.

RESERVE SUPPLY GONE

The large supply of wool in Australia, however, means that the reserve supply in the manufacturing centres, which is always necessary under normal conditions, is practically exhausted.

When, therefore, the war is over, and it is possible for the mills to resume something like normal production on civilian lines, there will be a big demand—sufficient to absorb all goods which can be turned out.

As far as large reserve supplies of cloth, in Canada or elsewhere goes, so these men state, this is largely talk. There were such supplies. In some ranges of goods there are doubtless such supplies still, but speaking broadly these have been practically used up by now. They will certainly be used up inside of another year.

FIXING PRICES EXPECTED

Moreover, there is the question of fixed prices to be considered. It must be remembered that the Government will be the owner of the wool supplies. The Government of Great Britain and the U.S.A. are of course owners of the wheat supply. They have fixed the price on the wheat, and indicated that this price will be fixed for a period succeeding the war.

Nothing has yet been said regarding the fixing of the prices of woolens after the war, but it is being made known by the men closely connected with the woolen industry that this action will take place.

The British Government has been doing a very considerable bit towards financing the war with its dealing in wool. When it first purchased the Australian clip it secured this at something like 30c. Last year it was purchased at 55c, and it is now negotiating with the Australian Government to secure the coming clip, at a fair price, for the coming year.

Now 55c a pound for Australian wool, is, compared with pre-war prices, a very large advance. But it should be remembered that Canadian wool, which before the war sold at 15 and 16c a pound, is now touching the 90c figure. It will, therefore, be seen that the British authorities get the Australian supply at an exceedingly satisfactory price, and that whatever they sell of this to manufacturers in Canada, in the U.S.A., and in England, yields a profit to the Government, which, as has been said, is a considerable factor in financing.

WILL HOLD PRICE FIRM

Now, it is certain that the British Government will have control of the wool supply when the war ultimately ends, and it is quite certain that the Government will not want to sustain a loss to itself—that it will not want to jeopardize the clothing industry,

either from a manufacturing or retailing standpoint, by causing the market to fall—that it will not want to jeopardize the position of the working man by bringing about anything in the nature of a panic as a result of heavy declines in prices. It therefore does seem highly probable that the Government will take such steps as will regulate the price of wool after the war for a considerable period. In this way they will continue to earn a certain revenue for the Government and will stabilize trading conditions.

Here are the two viewpoints. It will be well for the retailer to consider these matters, and decide whether either view is right or whether some middle course will more nearly interpret what will come.

Boys' Display Brings Family Trade

There is a play entitled "Father and the Boys." That's all right for a theatrical title, but for business it should be "Mother and the Boys." Mother and the boys do the buying—or, under such conditions as those of to-day, the boy does the buying alone.

Trims like the above establish a store as a boys' store, where both the lad and his mother are welcome. Trims like the above —trimmed with Fall lines—should be general in August and early September.

HATS and CAPS

U.S. EMBARGO RE FUR HAMPERS HAT INDUSTRY

Experts Say it Will be Impossible to Produce as Many Hats as a Year Ago—Fewer Styles and Higher Prices.

NO use, apparently, looking for lower prices in fur-felt hats. No use, apparently, looking for a more plentiful supply of these. Prices for the Spring models which will be shown very shortly are certain to be higher than for any season to date and there is no reason to expect that manufacturers will be able to supply the demand more readily than they have in the past season; indeed all the evidence to hand at the moment indicates that the output of fur-felt hats is going to be smaller during the remaining months of this year than for many years past.

The big factor which is going to make hats both scarce, and high in price, is the embargo against the importation of Australian rabbit skins from Australia. No skins have been coming to the United States from Australia now for three months and there is no sign of change in the regulations forbidding the entry of rabbit skins.

Only Few Bales Available

So, with hatters clamoring for fur from which to blow their bodies, all that is coming through is a few hundred bales from France and England. The exceedingly limited quantity of Belgian hare and French coney coming to hand in this way has little effect on the market indeed.

With the Australian supply cut off the only thing which is keeping the industry going is the supply of fur which has accumulated. Naturally, however, this is being husbanded, so that Canadian manufacturers are having great difficulty in getting the fur they need. One manufacturer is said not to have enough to fill Fall orders. Another states that he has enough to keep his factory busy until June, 1919, but that they will have to get more by that date or close their plant. Another factory sent a representative to New York to buy fur just recently. This man secured 10 bales but he wanted something between 50 and 100 bales.

Of course it is the scarcity of shipping which has resulted in the United States embargo against the importation of Australian rabbit skins. The ships are needed in the Atlantic service to carry soldiers, and the necessary supplies which follow the soldiers, to France. The ships are needed for the huge business which has developed between Japan and this continent. Absolute war needs are coming first, and the Australian rabbit skins will have to wait. It can only be hoped that they will be given some ship room before too great a time, otherwise the hat industry will be badly affected.

One of the best authorities on hats on the continent has given his opinion on the situation to MEN'S WEAR REVIEW in the following words:

Production Greatly Reduced

"More definite information is at hand and we can unhesitatingly say the production of hats during the next 12 months will be decidedly curtailed and the prices materially higher. We do not for one moment anticipate our ability to furnish a quantity of hats equal to our production for the past twelve months.

"In order to meet the situation we shall materially curtail the number of qualities and colors which we will produce. Undoubtedly the range of style for Spring, 1919, will be considerably smaller than for the present year although the samples for the Spring line are not yet quite ready."

This opinion seems to correspond very well with the opinion of other manufacturers and evidently represents the situation as it presents itself to the makers.

Just what prices will be for Spring cannot yet be positively announced. It seems however that the lowest-priced hats which will be offered will be about $30. The hats will range up from this to $48 and even $60 per dozen.

Boom on High-Priced Hats

While manufacturers are very anxious to keep up the output of their factory since their whole system of fixing overhead charges is based on turning out a certain number of dozen hats per day—they are yet apparently going to push the higher priced hats to the trade. The idea is that the high-priced hat has very fair quality, will give satisfaction to the customer. Under existing conditions the low-priced hat really has not great value and while it has to be offered to the trade the general feeling among manufacturers is that there will be greater satisfaction all round if the higher qualities are bought—even though the quantity bought is somewhat reduced.

For the Spring season retailers would do well to consider their needs very carefully—buy enough to cover these needs, but not more than enough. The amount of capital which will have to be wrapped up in hats will be considerable this year and the only way to keep this down will be to keep careful track of stocks.

ARMY AT HOME IS STILL TO WEAR THE FUR FELT HAT.

IN the July issue of MEN'S WEAR REVIEW an article was published indicating that the United States Government was going to give over the use of fur-felt hats for the Army.

Later advice indicates that this is not altogether correct—that the regulation U. S. Army hat, which of course is made of fur-felt, will still be worn by U.S. troops who remain in the U.S. MEN'S WEAR REVIEW has been advised that instructions have been issued by the Quartermaster's Department in Washington to order a large additional quantity of these hats to cover the requirements of the U. S. Army for the year 1919.

This of course means that the available supply of fur for civilian uses will be very materially diminished. Supplies needed to fill this Government order will be very great and even though cloth hats are worn by the U.S. soldiers overseas there will be no great relief for at the rate Uncle Sam is at present calling out his drafts there will be many hundreds of thousands of men in the United States to be equipped with headwear so that a continual supply of these, big, wide brimmed, fur-felt hats will evidently be needed.

Caps as Well as Hats

Not only for its effective neatness, but for its sense of proportion MEN'S WEAR REVIEW *shows this Hat and Cap Section. Caps, as well as hats, are prominent. Too often in the past there has been a tenedency to sidetrack the caps, but with conditions as they are to-day—with the boys' business so good, and so many men feeling the need of a cap as well as a hat—such side-tracking is unwise. As indicated in the illustration, both caps and hats gain by association.*

SHOULD STRAWS BE CARRIED OVER IN VIEW OF ADVANCING PRICES?

THERE is no use blinding one's eyes to facts. It must be admitted that this has been an exceedingly bad year for straw hat sales. The one point to be considered now is as to the best way out of a rather unfortunate situation. Shall the men's wear merchant slaughter the straw hats which he has on hand or shall he carry these over for sale next year?

Something was said along this line in the July issue of MEN'S WEAR REVIEW. The question deserves more consideration however, and MEN'S WEAR REVIEW is giving herewith the opinion of a number of merchants, not quoting these merchants but presenting the general attitude which they take towards the subject.

Of course it has to be recorded that slaughter sales have already started. The first, MEN'S WEAR REVIEW believes, took place on July 11, but it is quite possible that sales were started even earlier than that. For the most part, however, the sales—if sales are to be—will start about the first half of August so that what is said here will be of real value to those merchants who are wondering what action they had best take.

The Two Views

There are those who state that the course of wisdom is to realize this has been a bad straw hat year and to sell what is left over at the best possible price, turning this stock into cash. Others contend that this would perhaps be the best course under ordinary conditions, but the particular conditions of the present have to be considered, and that therefore, if the store offers proper storage accommodation, the straws should be carried over for the 1919 season. The merchants advancing this opinion point to the probability of higher prices for straw hats next year. What is sold now, they say, will not bring as much as the merchant has had to pay for it this year. To replace that stock the merchant next year will have to pay from $4 to $4.50 per dozen more than he has paid.

It is also urged that very many merchants will have stocks of straws which have never been opened — which never saw the light. These hats, it is contended, could be put away at once and would come out next year as good as ever. Under existing circumstances, with styles remaining practically steady, it would be almost certain that these would sell in 1919 just as readily as they would have in 1918 had the weather been favorable.

Keep Money in Turning Stock

There are, however, those who urge the immediate cleaning up of straw stocks and who bolster up their opinions that this is the course of wisdom with figures. Outside of the few exclusive hatters in Canada, they say, some 50 dozen straws will be handled by a moderate sized store. Now these 50 dozen straws this year cost something like $18 a dozen or $450. If 25 dozen remain on hand they represent an investment of $250. If they are sold at once, these straws will yield something from $200 to $250 to be put back into other goods which the merchant can immediately sell again. It is, by turning goods over, that the merchant makes profits they say; not by keeping goods on the shelf.

There is unquestionably a lot in this, yet there is also a great deal in the contention of those opposing the sales, to the effect that these sales of straw hats mean that people come to regard the sale price as the proper price for the straw and will not buy until the hat is put at this price. The man on the street comes to expect that sales will come along early, and makes the hat he has carried over from the previous late sale do until the early sales commence. In addition to this it is admitted that the merchant who sells may realize on his stock—that is turn 25 dozen straw hats into $200 cash—but it is argued he will have to replace these in 1919 with straws for which he will pay at least $4.00 more than he paid this year. Twenty-five dozen straws at an additional $4.00 means $100 outlay at once—50 per cent. so those arguing this way figure on the sum realized by the sale.

It all depends on the merchant's policy, and also on his financial position. It would certainly be foolish to keep one's capital tied up in straw hats if it was needed for other purposes. Also there would be no use in keeping straws over if the work of storing them would become a great burden. If the money is not immediately needed in the business, however, and if there is a good place for storing the hats, the merchant may well consider the advisability of carrying these over. Although it is worth noting in passing that the big department stores, who after all are very shrewd merchandisers, make it a pretty general rule not to carry anything over.

While talking on this matter of straw hat sales, and what should be done with the surplus straws left as a result of the bad weather, one large buyer of hats gave an opinion which will be of interest to many hatters.

"I have noticed," he said, "that the hats I get in early are, in many cases, the best. I take it that this is because the order gets to the manufacturer early. He makes the goods up at a season when he is not rushed for time and consequently the most careful workmanship is done. Sorting orders do not—at least this is my experience—come through in quite as good shape."

"Because of this, therefore, I am going to size up my requirements for next year at once, doing this by estimating what I have sold in the last two or three years.

"Having once estimated what I will need for 1919 I will give an order sufficiently large to cover the whole season's needs. This, I think, will enable me to get the best goods at the best price."

WHY THE FARMER CAN PAY ADVANCES
HIS PRODUCT HAS ADVANCED MOST OF ALL

Almost daily merchants are called upon to announce some new price advance. It is well, therefore, to keep steadily in mind the shifting value of the dollar. Grain prices bring this out clearly, and are particularly well to use when it is a farmer who must be convinced of the propriety of some advance.

Consider these changes:

	1914	Same date, 1918
Wheat	$ .83½	$2.21
Oats	.33	.82¾
Barley	.39½	1.37
Flax	1.23	3.18

Or take it another way: See what wheat will buy now, as compared with its buying power before the war:

PRICE OF WHEAT, JANUARY 2nd, 1914..... $0.83½ AT FORT WILLIAM
PRICE OF WHEAT, JANUARY 2nd, 1918..... $2.21 AT FORT WILLIAM

ARTICLE	Price 1914	Bus. of Wheat Required to Buy it	Price 1918	Bus. of Wheat Required to Buy it	Saving in Wheat
Sewing Machine	$25.45	30½	$30.50	13⅜	16⅜
Bicycle	25.00	30	35.00	15⅜	14⅝
Organ	36.00	43	39.50	18	25
Wagon	44.00	52½	61.00	27⅜	24⅜
Pump	11.00	12½	15.75	7¼	5¼
Cream Separator	32.50	39	41.50	18⅜	20¼
Heavy Harness	32.50	39	62.50	28¼	10¾
Single Harness	12.00	14½	21.00	9½	5
Horse Collar	3.75	4½	7.50	3⅜	1
Buggy	77.00	92¼	111.50	50½	41¾
Paint, Beaver Brand	4.50	5½	6.80	3	2½
Shirts, ½ doz. men's	4.50	5½	7.50	3½	2
Shoes, family of four	9.50	11½	15.90	7¼	4¼

Is the farmer's business worth going after? He, indeed, has the buying power, and he has increased wants, too.

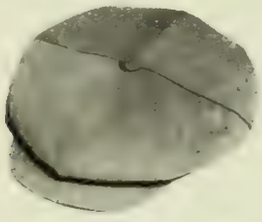
SUBMARINE ACTIVITY REDUCES NUMBER OF STRAWS CARRIED

DESPITE the bad season it is doubtful if a very large quantity of straw hats have been carried over by the men's wear merchants of Canada. The truth of the matter is, of course, that a number of straw hat orders were not completely filled, this being due to importers failing to receive the goods they had counted upon.

One large Canadian jobber for instance lost, towards the end of May, a shipment of over £3,000 worth of hats. He did the best he could to fill orders in spite of this loss but there had to be a curtailment.

This was just one instance of losses resulting from submarine activities.

Under the circumstances these losses will not have proved very serious from the retailers' standpoint although of course they will mean a loss to the wholesaler in the profits he would have received from handling the goods. The fact that so many straws did not reach Canada, however, does seem to point to the fact that the quantity carried over by the merchant in spite of weather conditions will be less large than might have been expected.



New covert cloth cap, made in fawn color with piped seams—one of the new lines for Spring.

NO STRAY HAT SALES

At an organization meeting held at Carleton Place recently the local men's wear section of the Retail Merchants' Association of Canada started off under splendid auspices. As one of the members stated that there has never been a time in the history of merchandising when it was more necessary that the merchants get together and keep together than now.

A decision reached at the meeting was that members would not start that early Summer pest, "the straw hat sale," before Civic Holiday, which is some time in August. This indeed is a splendid move.

The readers of MEN'S WEAR REVIEW will watch with interest the new branch of the association. Mr. J. C. Campbell is secretary of this district, with an office at 18 Rideau Street, Ottawa. The district includes the counties of Carleton, Russell, Prescott, Glengarry, Stormont, Dundas, Grenville, Leeds, Lanark, Renfrew, Frontenac, Hastings, Lennox and Addington.

AN UNFORTUNATE APPOINTMENT

Professor Goodwin, speaking at the annual meeting of the Canadian Manufacturers' Association, quoted from a Canadian technical paper to prove some interesting information he was presenting to the Association, and said: "The fact that we now have a technical paper devoted to the chemical industry in Canada is a most encouraging factor in the development of this most important feature of Canadian life."

Yet, M. E. Nichols, for whom Hon. Wesley Rowell says he hand-picked Canada to fill the $6,000 job of Director of Public Information, after careful investigation says that technical papers are of no value, and that they should not be admitted to the Canadian newspaper mails. A man who made such a gigantic failure of his own newspaper property is hardly an authority on Public Information, much less on Technical Information. Any man who can supply the public with general, special or technical news, such as they want, can make a success. Mr. Nichols failed to give the people of Montreal what they wanted in the way of news. He squandered over $500,000 of friends' money in trying to establish *The Mail* in opposition to *The Gazette*, but the latter came out of the fight stronger and more reputable than ever.

MOTOR TRUCK AND 'PHONE GETS SUMMER TRADE

Continued from page 36.

what they would like in connection with waists and dresses. We try to get them to describe as closely as possible the sort of articles they desire. This helps us greatly in doing the shopping for them."

Every Department Sells by Rural Phone

Something from practically all these departments is ordered each day. Trucks leave the store well laden. Delivery men do not take orders when they are delivering these goods. The store either calls up the farmer or the farmer calls up the store.

This company has also the agency for the McLaughlin and Chevrolet automobiles so that they sell considerable motor accessories in addition to the lines above mentioned. They also are agents for threshing machinery and plows. This department is across the road from their main store.

SERVE "PEP" TO THE SALES' STAFF

(Continued from page 38)

that store again." This is the way it is put to them.

Through the issue of "Pep" there are a number of ginger phrases such as "A real sales person sells goods so they stay sold." Another reads "When customers ask to see merchandise and don't buy, whose fault is it?" Still another, "Talent without tact is worthless. Talent is power. Tact is ability to direct that power."

Better Service—The Aim

The information supplied in "Pep" is designed, as one will see from the above, to keep the staff posted on the ideas of the management towards a better service to customers. This tends to perform the same service as the sales' classes mentioned above. Each issue also contains a number of personal items about members of the staff and is gotten up in such attractive manner that it cannot fail to be read.

GERMAN-MADE GOODS

APROPOS of the bill introduced before the Senate at Ottawa, by Senator George Lynch-Staunton for the identification of traders in German goods, it is interesting that the United States is also sitting up and taking notice. The Canadian bill aims at protecting the public against dealers who may seek to sell German goods as the products of Canada. It contains but three clauses, to be inserted in the Criminal Code, as follows:

(1) Every person who deals in goods, wares, or merchandise which are, in whole or in part, the growth, product, or manufacture of Germany or Austria shall keep posted in letters easily legible over every outside entrance to his premises the words "Dealer in German Goods," and shall print the said words prominently in all his advertisements and stationery.

(2) Every person who fails to comply with the provisions of this section shall be liable for each offence on summary conviction to imprisonment for six months or to a fine of $500, or to both such imprisonment and fine.

(3) The provisions of this section shall not apply to dealings in any such goods, wares, or merchandise as are in Canada at the date of the passing of this act, nor to dealings by any person who proves that he did not know that the goods, wares, or merchandise in respect of which the information is laid were, in whole or in part, grown, manufactured, or produced in Germany or Austria, and that he had taken reasonable precautions to ascertain the facts concerning the growth, manufacture, or production thereof.

Whether the bill if enacted will have the desired effect is still being discussed. It has been given its second reading in the Senate. In the United States Mr. Chauncey P. Carter of the Bureau of Foreign and Domestic Commerce, Department of Commerce, addressed the National Retail Dry Goods Association urging the adoption of a national trade mark in order to prevent "much legaliped piracy of private trademarks in foreign countries."

The question of what is to be done regarding exports and imports from Germany after the war is one which needs a great deal of careful thought and the present is not too soon to think about it. However, caution is equally necessary lest we plunge into some regulations which might conflict with the peace terms. It appears at present, though, that every Canadian should have the right to know where every article which he purchases is manufactured if he so desires.

NOTHING IN SIGHT BUT STILL HIGHER PRICES

Shirts Have Soared, Are Soaring and Evidently Will Soar — Spring Samples Now Being Rounded Into Shape

IN two or three weeks now retailers will have an opportunity to see the 1919 Spring shirt ranges. It is already evident, however, that manufacturers will be showing further Spring models at a somewhat later date. Indeed they will show these practically any time through the selling season, as the cloths are coming to hand very irregularly.

Deliveries are so exceedingly uncertain at present that the task of getting a range together for the inspection of the retail trade is indeed a serious task. Deliveries are so uncertain that cutters-up have the greatest difficulty in estimating what they will be able to show. There will be Fall shirtings shown along with the Spring ranges—some very suitable cloths just having come forward.

Prices Very High

Once more it has to be reported that prices for Spring, 1919, are going to be high—perhaps the biggest advance that has yet been struck being noticeable here. The situation is such that it is very difficult to indicate exactly what these advances are. Manufacturers have some cloths which they bought at exceedingly favorable prices and which enables them to sell some shirts at figures very far below what they would be manufactured for if the cloth were bought to-day. However, the question of duty, which has to be paid not upon the contract price of the goods but in some cases upon the price of the goods at the time they were shipped from the United States, prevents many of these exceptional offers. The whole question, however, is dealt with elsewhere in this issue.

Generally speaking the advances shown for the Spring, 1919, range, compared with the pre-war prices are something as follows: The old $9 line is now selling at $16.50. The old $10.50 is now selling at $18.00. **That even the prices being quoted for Spring are low, compared to what will be struck a little later on, is made evident by a consideration of changes in price of shirtings which have taken place since the time these Spring shirtings were bought and the present.**

Indicating Future Advances

One manufacturer, for instance, is showing a $36 range. If he repeats on this his factory cost of producing the shirt—leaving out of consideration entirely the cost of selling, delivery, etc.—would be $32.50. This simply means that he would have to fix the price at $2 on this shirt in order to clear himself—not to make any money but just to break even.

A $60 silk shirt being offered for Spring would, if made up with cloth bought on the present quotations, have to sell for at least $72.

Still another shirt, being shown for Spring at $36, is made of material which has advanced so rapidly that if it was bought at the present time a shirt made of it would have to be quoted at $52. There is not a great deal of encouragement here for merchants who are naturally hoping for a somewhat lower trend of prices.

TURNING FROM SELLING FUTURES

Shirt Makers Getting Nearer to the Method of Actually Making Up Shirts and Showing to Trade What They Are Positive They Can Deliver.

SOME changes have taken place almost every season now, and the tendency is to get away from selling futures. In the past shirt manufacturers have gone out with sample cloths, and from these the retailers have placed their orders. When these sample cloths were shown the manufacturer often did not have his supply of these cloths on hand. Under existing conditions, shirtings have often been sold which could not be delivered, because the cloth did not come in from the mills as expected.

In addition to this trouble of having to disappoint customers—not by reason of their own shortcomings, but through the inability of people from whom they had bought to supply the goods—manufacturers have, because of this future selling, been forced to bear some rather heavy losses.

The cloths ordered by reailers would not come in for the season they were expected. They would, however, come in at a later date, and would then be delivered to the retail buyer by the manufacturer, at the old figures, although the manufacturer had had to pay for these cloths more than he had figured when he sold the shirts. He would have to pay more for the cloths because he would have to pay duty, not only upon the purchase price, but upon the purchase price and at least a percentage of the increase in price at the port of shipment between the time the cloth was ordered and the time it arrived.

There is a feeling—a growingly strong feeling—that the wise course now would be to forego this selling of futures entirely—for manufacturers to get the cloth, make up samples, and show these to the merchants—then the merchant would be sure of his delivery and the manufacturer would be sure of his costs. It is altogether unlikely that a change from the old system will be made overnight. The tendency, however, seems towards a selling of goods which are on hand, and less of this selling future.

"IT CAN BE DONE"

Somebody said that it couldn't be done,
But he, with a chuckle, replied:
That' "Maybe it couldn't, but he would be one
Who wouldn't say so till he tried."
So he buckled right in, with a trace of a grin
On his face. If he worried he hid it:
He started to sing as he tackled the thing
That couldn't be done—and he did it.

Somebody scoffed: "Oh, you'll never do that,
At least, no one ever has done it."
But he took off his coat and he took off his hat,
And the first thing we knew he'd begun it.
With a lift of his chin, and a bit of a grin,
Without any doubt or quiddit,
He started to sing as he tackled the thing
That couldn't be done—and he did it.

There are thousands to tell you it cannot be done,
There are thousands to prophesy failure;
There are thousands to point out to you, one by one,
The dangers that wait to assail you.
But just buckle in with a hint of a grin,
Then take off your hat and go to it:
Just start in to sing as you tackle the thing
That "cannot be done," and you'll do it.

SHOWING SOME SHIRTINGS BY DRAWINGS

Not only will shirt manufacturers be somewhat late in going to the trade this year, but they will have in their ranges, in some cases, not shirtings but cards illustrating on paper what the shirtings will be like.

Some of the U.S. mills have been absolutely unable to make up even sample cloths, and have resorted to this scheme for showing their goods.

Of course, Canadian shirt manufacturers have been buying cloth from such paper samples for a long while, but it will probably be the first time the Canadian retail trade has ever had samples of shirtings shown to them by drawings.

Merchants will be surprised with the accuracy with which the patterns can be displayed. Properly mounted on the manufacturers' cards they really give a splendid impression—the pattern shows up clearly, some think that it shows even more clearly than it would as woven or printed on the cloth.

TRICKS IN LAUNDRYING WORTH TELLING

So Many Shirts Are Now Being Washed at Home That Customers Would Appreciate Advice As to Setting Color by Soaking in Salt Solution, Etc.

THE higher cost of shirts is unquestionably driving still more business towards the French cuff models. This for the reason that these may readily be washed at home.

No use talking, very many men are cutting down the quantity of goods they send to the laundry. Stiff collars have to go there, and are going in good quantities, though even here there has been a reduction by reason of the greater adoption of the soft collar. Shirts, however, are more and more being washed at home.

There is a point of great interest here for the men's wear merchant, for it is distinctly to his interests to have his customers satisfied that shirts purchased in his store are made of the best material. Because of this, where time permits, some questions might well be asked of the purchaser as to how he gets his shirts attended to. If these are sent to the laundry, all well and good. What will happen to the shirt will depend upon the kind of work the laundry does. More than one shirt has been hurt in the laundry, but there are no doubt many careful and efficient laundries. The thing is for the user to find out the good laundry.

If the shirts are to be washed at home, however, a word or two of advice might well be given, for there are tricks in every trade, and there are some things which might well be remembered in washing shirts.

Shirts, like people, are very much affected by the company they keep. One good man, it is said, would have saved Sodom. It is just as true that one shirt easily dyed will ruin a whole wash of other shirts. It is of course, not possible to wash every shirt separately; but a little care might well be taken to have the shirt soaked in a solution of salt and water overnight—about a handful of salt to a gallon of water makes the right solution. This serves to set the color so that they will not run during the wash.

Such treatment is particularly desirable where a new shirt is being put through the wash. On this there is often a surface dye which will wash off, even in the case of woven colors. This would not, of course, ruin the shirt, but would take away the freshness of the pattern. Danger of such damage can be removed by the treatment above. Little points these, but the kind which a customer appreciates being told.

CLOTHING MEN AND WOOLEN MEN

FOLLOWING the meeting of clothing manufacturers with the War Purchasing Board at Ottawa, a conference was held between the clothing manufacturers and the manufacturers of woolens. The clothing men were assured that their requirements would be provided for before any export business was done. In the course of the discussion it was brought out that owing to the calls made by the army and the munition manufacturers on the skilled labor of the mills production of cloth had been curtailed. There is a feeling among the clothing manufacturers that the Canadian mills have made very marked improvements both in the quality and design of their fabrics during the past few years, and that for the future a larger proportion of their consumption should be procured from our own mills. It was decided to appoint a man who would be in a position to act between the clothing men and the mills right along, arranging for the distribution of the surplus production over army requirements, etc. Fred H. Yapp, secretary of the Woolen Men's Association, will in all likelihood act in this capacity.

Lyon Cohen felt it impossible to accept the chairmanship of the Clothing Manufacturers' Association, and it is likely that Geo. C. Coppley, of Coppley, Noyes and Randall, who has been nominated, will accept the chairmanship.

CANADIAN PANAMA HAT CO. HOLD PICNIC TO GRIMSBY

THE entire manufacturing and office staff of the Canadian Panama Hat Co. held their picnic at Grimsby Beach, Monday, July 22.

The trip over was made in six large motors, and at the beach sporting events were indulged in, among them a baseball game in which some of the South American workmen who had never touched a baseball proved themselves real experts.

A chicken dinner served under the beautiful trees was another memorable feature of this picnic.

A Few Reasons Why Cottons Are Scarce

"A 12-inch gun disposes of half a bale of cotton with every shot fired.

"A machine-gun in operation will use up a bale in three months.

"In a naval battle, like that off Jutland, from 5,000 to 6,000 lbs. a minute are consumed by each active warship.

"It takes more than 20,000 bales a year to provide absorbent cotton to staunch the wounds of the injured.

"One change of apparel for all the troops now engaged in the war represents more than 1,000,000 bales.

"100 bales will be required to equip the proposed aeroplane fleet if cotton supplants linen for wings.

"The U.S.A. are now turning 1,000,000 bales a year into explosives alone."

TWO OPINIONS ON FUTURE OF CLOTHING PRICES

Some Expect British Government Will Hold Price of Wool at High Level Thus Making a Profit and Preventing Harmful Fall of Prices—The Other View.

WHAT will happen to clothing prices at the termination of the war? It is a question which many merchants would give a good deal to solve. If they have a big stock in hand when the end comes, and prices toboggan, there will be large losses to absorb. If the decline is gradual even a big stock would not be out of all danger.

In view of the importance of this subject it will be of interest to bring out two viewpoints which are being expressed—both by pretty close students of the situation.

One view is that there are unquestionably good stocks of certain classes of cloths on hand: that there is plenty of wool in Australia; and that after the war this will be brought over to Canada and England and the United States quite freely, so that the cloth makers will have lots of material with which to work.

BIG SUPPLIES WILL BE AVAILABLE

After the war, so it is said, these cloth makers will also have plenty of labor available. They will therefore be in position to turn out large quantities of cloth—being unhampered by any demand for military supplies.

After working for a number of years on old patterns, the cloth manufacturers will, it is said, be eager to bring out new designs. They will know that other clothmakers will be bringing out new designs, and they will try to outdo the other fellow. As a result the market will for the first time in four years see fresh goods. This will mean that the old staple cloths will fall into disfavor—will naturally therefore go down in price.

MARKING DOWN OF GOODS NECESSARY

It is the opinion of those holding this view that the clothing manufacturer who has large supplies of cloth on hand will find he has raw material which has decreased over night almost by 50 per cent; while merchants, who have a large quantity of clothing made up in these cloths, will be forced to mark these down in price.

But here is the contrary view.

It is true, say those holding this opinion, that there is a good deal of wool in Australia at the present time—this by reason of the fact that bottoms have been used for purposes of carrying troops, munitions proper and supplies to such an extent that even so important a commodity as wool was left until the great rush for these first line war supplies should be over.

RESERVE SUPPLY GONE

The large supply of wool in Australia, however, means that the reserve supply in the manufacturing centres, which is always necessary under normal conditions, is practically exhausted.

When, therefore, the war is over, and it is possible for the mills to resume something like normal production on civilian lines, there will be a big demand—sufficient to absorb all goods which can be turned out.

As far as large reserve supplies of cloth, in Canada or elsewhere goes, so these men state, this is largely talk. There were such supplies. In some ranges of goods there are doubtless such supplies still, but speaking broadly these have been practically used up by now. They will certainly be used up inside of another year.

FIXING PRICES EXPECTED

Moreover, there is the question of fixed prices to be considered. It must be remembered that the Government will be the owner of the wool supplies. The Government of Great Britain and the U.S.A. are of course owners of the wheat supply. They have fixed the price on the wheat, and indicated that this price will be fixed for a period succeeding the war.

Nothing has yet been said regarding the fixing of the prices of woolens after the war, but it is being made known by the men closely connected with the woolen industry that this action will take place.

The British Government has been doing a very considerable bit towards financing the war with its dealing in wool. When it first purchased the Australian clip it secured this at something like 30c. Last year it was purchased at 55c, and it is now negotiating with the Australian Government to secure the coming clip, at a fair price, for the coming year.

Now 55c a pound for Australian wool, is, compared with pre-war prices, a very large advance. But it should be remembered that Canadian wool, which before the war sold at 15 and 16c a pound, is now touching the 90c figure. It will, therefore, be seen that the British authorities get the Australian supply at an exceedingly satisfactory price, and that whatever they sell of this to manufacturers in Canada, in the U.S.A., and in England, yields a profit to the Government, which, as has been said, is a considerable factor in financing.

WILL HOLD PRICE FIRM

Now, it is certain that the British Government will have control of the wool supply when the war ultimately ends, and it is quite certain that the Government will not want to sustain a loss to itself—that it will not want to jeopardize the clothing industry,

either from a manufacturing or retailing standpoint, by causing the market to fall—that it will not want to jeopardize the position of the working man by bringing about anything in the nature of a panic as a result of heavy declines in prices. It therefore does seem highly probable that the Government will take such steps as will regulate the price of wool after the war for a considerable period. In this way they will continue to earn a certain revenue for the Government and will stabilize trading conditions.

Here are the two viewpoints. It will be well for the retailer to consider these matters, and decide whether either view is right or whether some middle course will more nearly interpret what will come.

Boys' Display Brings Family Trade

There is a play entitled "Father and the Boys." That's all right for a theatrical title, but for business it should be "Mother and the Boys." Mother and the boys do the buying—or, under such conditions as those of to-day, the boy does the buying alone.

Trims like the above establish a store as a boys' store, where both the lad and his mother are welcome. Trims like the above —trimmed with Fall lines—should be general in August and early September.

HATS and CAPS

U.S. EMBARGO RE FUR HAMPERS HAT INDUSTRY

Experts Say it Will be Impossible to Produce as Many Hats as a Year Ago—Fewer Styles and Higher Prices.

NO use, apparently, looking for lower prices in fur-felt hats. No use, apparently, looking for a more plentiful supply of these. Prices for the Spring models which will be shown very shortly are certain to be higher than for any season to date and there is no reason to expect that manufacturers will be able to supply the demand more readily than they have in the past season; indeed all the evidence to hand at the moment indicates that the output of fur-felt hats is going to be smaller during the remaining months of this year than for many years past.

The big factor which is going to make hats both scarce, and high in price, is the embargo against the importation of Australian rabbit skins from Australia. No skins have been coming to the United States from Australia now for three months and there is no sign of change in the regulations forbidding the entry of rabbit skins.

Only Few Bales Available

So, with hatters clamoring for fur from which to blow their bodies, all that is coming through is a few hundred bales from France and England. The exceedingly limited quantity of Belgian hare and French coney coming to hand in this way has little effect on the market indeed.

With the Australian supply cut off the only thing which is keeping the industry going is the supply of fur which has accumulated. Naturally, however, this is being husbanded, so that Canadian manufacturers are having great difficulty in getting the fur they need. One manufacturer is said not to have enough to fill Fall orders. Another states that he has enough to keep his factory busy until June, 1919, but that they will have to get more by that date or close their plant. Another factory sent a representative to New York to buy fur just recently. This man secured 10 bales but he wanted something between 50 and 100 bales.

Of course it is the scarcity of shipping which has resulted in the United States embargo against the importation of Australian rabbit skins. The ships are needed in the Atlantic service to carry soldiers, and the necessary supplies which follow the soldiers, to France. The ships are needed for the huge business which has developed between Japan and this continent. Absolute war needs are coming first, and the Australian rabbit skins will have to wait. It can only be hoped that they will be given some ship room before too great a time, otherwise the hat industry will be badly affected.

One of the best authorities on hats on the continent has given his opinion on the situation to MEN'S WEAR REVIEW in the following words:

Production Greatly Reduced

"More definite information is at hand and we can unhesitatingly say the production of hats during the next 12 months will be decidedly curtailed and the prices materially higher. We do not for one moment anticipate our ability to furnish a quantity of hats equal to our production for the past twelve months.

"In order to meet the situation we shall materially curtail the number of qualities and colors which we will produce. Undoubtedly the range of style for Spring, 1919, will be considerably smaller than for the present year although the samples for the Spring line are not yet quite ready."

This opinion seems to correspond very well with the opinion of other manufacturers and evidently represents the situation as it presents itself to the makers.

Just what prices will be for Spring cannot yet be positively announced. It seems however that the lowest-priced hats which will be offered will be about $30. The hats will range up from this to $48 and even $60 per dozen.

Boom on High-Priced Hats

While manufacturers are very anxious to keep up the output of their factory since their whole system of fixing overhead charges is based on turning out a certain number of dozen hats per day—they are yet apparently going to push the higher priced hats to the trade. The idea is that the high-priced hat has very fair quality, will give satisfaction to the customer. Under existing conditions the low-priced hat really has not great value and while it has to be offered to the trade the general feeling among manufacturers is that there will be greater satisfaction all round if the higher qualities are bought—even though the quantity bought is somewhat reduced.

For the Spring season retailers would do well to consider their needs very carefully—buy enough to cover these needs, but not more than enough. The amount of capital which will have to be wrapped up in hats will be considerable this year and the only way to keep this down will be to keep careful track of stocks.

ARMY AT HOME IS STILL TO WEAR THE FUR FELT HAT.

IN the July issue of MEN'S WEAR REVIEW an article was published indicating that the United States Government was going to give over the use of fur-felt hats for the Army.

Later advice indicates that this is not altogether correct—that the regulation U. S. Army hat, which of course is made of fur-felt, will still be worn by U.S. troops who remain in the U.S. MEN'S WEAR REVIEW has been advised that instructions have been issued by the Quartermaster's Department in Washington to order a large additional quantity of these hats to cover the requirements of the U. S. Army for the year 1919.

This of course means that the available supply of fur for civilian uses will be very materially diminished. Supplies needed to fill this Government order will be very great and even though cloth hats are worn by the U.S. soldiers overseas there will be no great relief for at the rate Uncle Sam is at present calling out his drafts there will be many hundreds of thousands of men in the United States to be equipped with headwear so that a continual supply of these, big, wide brimmed, fur-felt hats will evidently be needed.

Caps as Well as Hats

Not only for its effective neatness, but for its sense of proportion MEN'S WEAR REVIEW *shows this Hat and Cap Section. Caps, as well as hats, are prominent. Too often in the past there has been a tenedency to sidetrack the caps, but with conditions as they are to-day—with the boys' business so good, and so many men feeling the need of a cap as well as a hat—such side-tracking is unwise. As indicated in the illustration, both caps and hats gain by association.*

SHOULD STRAWS BE CARRIED OVER IN VIEW OF ADVANCING PRICES?

THERE is no use blinding one's eyes to facts. It must be admitted that this has been an exceedingly bad year for straw hat sales. The one point to be considered now is as to the best way out of a rather unfortunate situation. Shall the men's wear merchant slaughter the straw hats which he has on hand or shall he carry these over for sale next year?

Something was said along this line in the July issue of MEN'S WEAR REVIEW. The question deserves more consideration however, and MEN'S WEAR REVIEW is giving herewith the opinion of a number of merchants, not quoting these merchants but presenting the general attitude which they take towards the subject.

Of course it has to be recorded that slaughter sales have already started. The first, MEN'S WEAR REVIEW believes, took place on July 11, but it is quite possible that sales were started even earlier than that. For the most part, however, the sales—if sales are to be—will start about the first half of August so that what is said here will be of real value to those merchants who are wondering what action they had best take.

The Two Views

There are those who state that the course of wisdom is to realize this has been a bad straw hat year and to sell what is left over at the best possible price, turning this stock into cash. Others contend that this would perhaps be the best course under ordinary conditions, but the particular conditions of the present have to be considered, and that therefore, if the store offers proper storage accommodation, the straws should be carried over for the 1919 season. The merchants advancing this opinion point to the probability of higher prices for straw hats next year. What is sold now, they say, will not bring as much as the merchant has had to pay for it this year. To replace that stock the merchant next year will have to pay from $4 to $4.50 per dozen more than he has paid.

It is also urged that very many merchants will have stocks of straws which have never been opened — which never saw the light. These hats, it is contended, could be put away at once and would come out next year as good as ever. Under existing circumstances, with styles remaining practically steady, it would be almost certain that these would sell in 1919 just as readily as they would have in 1918 had the weather been favorable.

Keep Money in Turning Stock

There are, however, those who urge the immediate cleaning up of straw stocks and who bolster up their opinions that this is the course of wisdom with figures. Outside of the few exclusive hatters in Canada, they say, some 50 dozen straws will be handled by a moderate sized store. Now these 50 dozen straws this year cost something like $18 a dozen or $450. If 25 dozen remain on hand they represent an investment of $250. If they are sold at once, these straws will yield something from $200 to $250 to be put back into other goods which the merchant can immediately sell again. It is, by turning goods over, that the merchant makes profits they say; not by keeping goods on the shelf.

There is unquestionably a lot in this, yet there is also a great deal in the contention of those opposing the sales, to the effect that these sales of straw hats mean that people come to regard the sale price as the proper price for the straw and will not buy until the hat is put at this price. The man on the street comes to expect that sales will come along early, and makes the hat he has carried over from the previous late sale do until the early sales commence. In addition to this it is admitted that the merchant who sells may realize on his stock—that is turn 25 dozen straw hats into $200 cash—but it is argued he will have to replace these in 1919 with straws for which he will pay at least $4.00 more than he paid this year. Twenty-five dozen straws at an additional $4.00 means $100 outlay at once—50 per cent. so those arguing this way figure on the sum realized by the sale.

It all depends on the merchant's policy, and also on his financial position. It would certainly be foolish to keep one's capital tied up in straw hats if it was needed for other purposes. Also there would be no use in keeping straws over if the work of storing them would become a great burden. If the money is not immediately needed in the business, however, and if there is a good place for storing the hats, the merchant may well consider the advisability of carrying these over. Although it is worth noting in passing that the big department stores, who after all are very shrewd merchandisers, make it a pretty general rule not to carry anything over.

While talking on this matter of straw hat sales, and what should be done with the surplus straws left as a result of the bad weather, one large buyer of hats gave an opinion which will be of interest to many hatters.

"I have noticed," he said, "that the hats I get in early are, in many cases, the best. I take it that this is because the order gets to the manufacturer early. He makes the goods up at a season when he is not rushed for time and consequently the most careful workmanship is done. Sorting orders do not—at least this is my experience—come through in quite as good shape."

"Because of this, therefore, I am going to size up my requirements for next year at once, doing this by estimating what I have sold in the last two or three years.

"Having once estimated what I will need for 1919 I will give an order sufficiently large to cover the whole season's needs. This, I think, will enable me to get the best goods at the best price."

WHY THE FARMER CAN PAY ADVANCES HIS PRODUCT HAS ADVANCED MOST OF ALL

Almost daily merchants are called upon to announce some new price advance. It is well, therefore, to keep steadily in mind the shifting value of the dollar. Grain prices bring this out clearly, and are particularly well to use when it is a farmer who must be convinced of the propriety of some advance.

Consider these changes:

	1914	Same date, 1918
Wheat	$ .83½	$2.21
Oats	.33	.82¾
Barley	.39½	1.37
Flax	1.23	3.18

Or take it another way: See what wheat will buy now, as compared with its buying power before the war:

PRICE OF WHEAT, JANUARY 2nd, 1914..... $0.83½ AT FORT WILLIAM
PRICE OF WHEAT, JANUARY 2nd, 1918..... $2.21 AT FORT WILLIAM

ARTICLE	Price 1914	Bus. of Wheat Required to Buy it	Price 1918	Bus. of Wheat Required to Buy it	Saving in Wheat
Sewing Machine	$25.45	30½	$30.50	13¾	16¾
Bicycle	25.00	30	35.00	15¾	14¼
Organ	36.00	43	39.50	18	25
Wagon	44.00	52½	61.00	27¾	24¾
Pump	11.00	12½	15.75	7¼	5¼
Cream Separator	32.50	39	41.50	18¾	20¼
Heavy Harness	32.50	39	62.50	28¼	10¾
Single Harness	12.00	14½	21.00	9½	5
Horse Collar	3.75	4½	7.50	3½	1
Buggy	77.00	92¼	111.50	50½	41¾
Paint, Beaver Brand	4.50	5½	6.80	3	2½
Shirts, ½ doz. men's	4.50	5½	7.50	3½	2
Shoes, family of four	9.50	11½	15.90	7¼	4¼

Is the farmer's business worth going after? He, indeed, has the buying power, and he has increased wants, too.

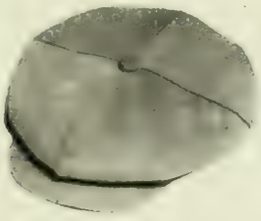
SUBMARINE ACTIVITY REDUCES NUMBER OF STRAWS CARRIED

DESPITE the bad season it is doubtful if a very large quantity of straw hats have been carried over by the men's wear merchants of Canada. The truth of the matter is, of course, that a number of straw hat orders were not completely filled, this being due to importers failing to receive the goods they had counted upon.

One large Canadian jobber for instance lost, towards the end of May, a shipment of over £3,000 worth of hats. He did the best he could to fill orders in spite of this loss but there had to be a curtailment.

This was just one instance of losses resulting from submarine activities.

Under the circumstances these losses will not have proved very serious from the retailers' standpoint although of course they will mean a loss to the wholesaler in the profits he would have received from handling the goods. The fact that so many straws did not reach Canada, however, does seem to point to the fact that the quantity carried over by the merchant in spite of weather conditions will be less large than might have been expected.



New covert cloth cap, made in fawn color with piped seams—one of the new lines for Spring.

NO STRAY HAT SALES

At an organization meeting held at Carleton Place recently the local men's wear section of the Retail Merchants' Association of Canada started off under splendid auspices. As one of the members stated that there has never been a time in the history of merchandising when it was more necessary that the merchants get together and keep together than now.

A decision reached at the meeting was that members would not start that early Summer pest, "the straw hat sale," before Civic Holiday, which is some time in August. This indeed is a splendid move.

The readers of MEN'S WEAR REVIEW will watch with interest the new branch of the association. Mr. J. C. Campbell is secretary of this district, with an office at 18 Rideau Street, Ottawa. The district includes the counties of Carleton, Russell, Prescott, Glengarry, Stormont, Dundas, Grenville, Leeds, Lanark, Renfrew, Frontenac, Hastings, Lennox and Addington.

AN UNFORTUNATE APPOINTMENT

Professor Goodwin, speaking at the annual meeting of the Canadian Manufacturers' Association, quoted from a Canadian technical paper to prove some interesting information he was presenting to the Association, and said: "The fact that we now have a technical paper devoted to the chemical industry in Canada is a most encouraging factor in the development of this most important feature of Canadian life."

Yet, M. E. Nichols, for whom Hon. Wesley Rowell says he hand-picked Canada to fill the $6,000 job of Director of Public Information, after careful investigation says that technical papers are of no value, and that they should not be admitted to the Canadian newspaper mails. A man who made such a gigantic failure of his own newspaper property is hardly an authority on Public Information, much less on Technical Information. Any man who can supply the public with general, special or technical news, such as they want, can make a success. Mr. Nichols failed to give the people of Montreal what they wanted in the way of news. He squandered over $500,000 of friends' money in trying to establish *The Mail* in opposition to *The Gazette*, but the latter came out of the fight stronger and more reputable than ever.

MOTOR TRUCK AND 'PHONE GETS SUMMER TRADE

Continued from page 36.

what they would like in connection with waists and dresses. We try to get them to describe as closely as possible the sort of articles they desire. This helps us greatly in doing the shopping for them."

Every Department Sells by Rural Phone

Something from practically all these departments is ordered each day. Trucks leave the store well laden. Delivery men do not take orders when they are delivering these goods. The store either calls up the farmer or the farmer calls up the store.

This company has also the agency for the McLaughlin and Chevrolet automobiles so that they sell considerable motor accessories in addition to the lines above mentioned. They also are agents for threshing machinery and plows. This department is across the road from their main store.

SERVE "PEP" TO THE SALES' STAFF

(Continued from page 38)

that store again." This is the way it is put to them.

Through the issue of "Pep" there are a number of ginger phrases such as "A real sales person sells goods so they stay sold." Another reads "When customers ask to see merchandise and don't buy, whose fault is it?" Still another, "Talent without tact is worthless. Talent is power. Tact is ability to direct that power."

Better Service—The Aim

The information supplied in "Pep" is designed, as one will see from the above, to keep the staff posted on the ideas of the management towards a better service to customers. This tends to perform the same service as the sales' classes mentioned above. Each issue also contains a number of personal items about members of the staff and is gotten up in such attractive manner that it cannot fail to be read.

GERMAN-MADE GOODS

APROPOS of the bill introduced before the Senate at Ottawa, by Senator George Lynch-Staunton for the identification of traders in German goods, it is interesting that the United States is also sitting up and taking notice. The Canadian bill aims at protecting the public against dealers who may seek to sell German goods as the products of Canada. It contains but three clauses, to be inserted in the Criminal Code, as follows:

(1) Every person who deals in goods, wares, or merchandise which are, in whole or in part, the growth, product, or manufacture of Germany or Austria shall keep posted in letters easily legible over every outside entrance to his premises the words "Dealer in German Goods," and shall print the said words prominently in all his advertisements and stationery.

(2) Every person who fails to comply with the provisions of this section shall be liable for each offence on summary conviction to imprisonment for six months or to a fine of $500, or to both such imprisonment and fine.

(3) The provisions of this section shall not apply to dealings in any such goods, wares, or merchandise as are in Canada at the date of the passing of this act, nor to dealings by any person who proves that he did not know that the goods, wares, or merchandise in respect of which the information is laid were, in whole or in part, grown, manufactured, or produced in Germany or Austria, and that he had taken reasonable precautions to ascertain the facts concerning the growth, manufacture, or production thereof.

Whether the bill if enacted will have the desired effect is still being discussed. It has been given its second reading in the Senate. In the United States Mr. Chauncey P. Carter of the Bureau of Foreign and Domestic Commerce, Department of Commerce, addressed the National Retail Dry Goods Association urging the adoption of a national trade mark in order to prevent "much legaliped piracy of private trademarks in foreign countries."

The question of what is to be done regarding exports and imports from Germany after the war is one which needs a great deal of careful thought and the present is not too soon to think about it. However, caution is equally necessary lest we plunge into some regulations which might conflict with the peace terms. It appears at present, though, that every Canadian should have the right to know where every article which he purchases is manufactured if he so desires.

MWR COLLARS & SHIRTS MWR

NOTHING IN SIGHT BUT STILL HIGHER PRICES

Shirts Have Soared, Are Soaring and Evidently Will Soar — Spring Samples Now Being Rounded Into Shape

IN two or three weeks now retailers will have an opportunity to see the 1919 Spring shirt ranges. It is already evident, however, that manufacturers will be showing further Spring models at a somewhat later date. Indeed they will show these practically any time through the selling season, as the cloths are coming to hand very irregularly.

Deliveries are so exceedingly uncertain at present that the task of getting a range together for the inspection of the retail trade is indeed a serious task. Deliveries are so uncertain that cutters-up have the greatest difficulty in estimating what they will be able to show. There will be Fall shirtings shown along with the Spring ranges—some very suitable cloths just having come forward.

Prices Very High

Once more it has to be reported that prices for Spring, 1919, are going to be high—perhaps the biggest advance that has yet been struck being noticeable here. The situation is such that it is very difficult to indicate exactly what these advances are. Manufacturers have some cloths which they bought at exceedingly favorable prices and which enables them to sell some shirts at figures very far below what they would be manufactured for if the cloth were bought to-day. However, the question of duty, which has to be paid not upon the contract price of the goods but in some cases upon the price of the goods at the time they were shipped from the United States, prevents many of these exceptional offers. The whole question, however, is dealt with elsewhere in this issue.

Generally speaking the advances shown for the Spring, 1919, range, compared with the pre-war prices are something as follows: The old $9 line is now selling at $16.50. The old $10.50 is now selling at $18.00. **That even the prices being quoted for Spring are low, compared to what will be struck a little later on, is made evident by a consideration of changes in price of shirtings which have taken place since the time these Spring shirtings were bought and the present.**

Indicating Future Advances

One manufacturer, for instance, is showing a $36 range. If he repeats on this his factory cost of producing the shirt—leaving out of consideration entirely the cost of selling, delivery, etc.—would be $32.50. This simply means that he would have to fix the price at $2 on this shirt in order to clear himself—not to make any money but just to break even.

A $60 silk shirt being offered for Spring would, if made up with cloth bought on the present quotations, have to sell for at least $72.

Still another shirt, being shown for Spring at $36, is made of material which has advanced so rapidly that if it was bought at the present time a shirt made of it would have to be quoted at $52. There is not a great deal of encouragement here for merchants who are naturally hoping for a somewhat lower trend of prices.

TURNING FROM SELLING FUTURES

Shirt Makers Getting Nearer to the Method of Actually Making Up Shirts and Showing to Trade What They Are Positive They Can Deliver.

SOME changes have taken place almost every season now, and the tendency is to get away from selling futures. In the past shirt manufacturers have gone out with sample cloths, and from these the retailers have placed their orders. When these sample cloths were shown the manufacturer often did not have his supply of these cloths on hand. Under existing conditions, shirtings have often been sold which could not be delivered, because the cloth did not come in from the mills as expected.

In addition to this trouble of having to disappoint customers—not by reason of their own shortcomings, but through the inability of people from whom they had bought to supply the goods—manufacturers have, because of this future selling, been forced to bear some rather heavy losses.

The cloths ordered by reailers would not come in for the season they were expected. They would, however, come in at a later date, and would then be delivered to the retail buyer by the manufacturer, at the old figures, although the manufacturer had had to pay for these cloths more than he had figured when he sold the shirts. He would have to pay more for the cloths because he would have to pay duty, not only upon the purchase price, but upon the purchase price and at least a percentage of the increase in price at the port of shipment between the time the cloth was ordered and the time it arrived.

There is a feeling—a growingly strong feeling—that the wise course now would be to forego this selling of futures entirely—for manufacturers to get the cloth, make up samples, and show these to the merchants—then the merchant would be sure of his delivery and the manufacturer would be sure of his costs. It is altogether unlikely that a change from the old system will be made overnight. The tendency, however, seems towards a selling of goods which are on hand, and less of this selling future.

"IT CAN BE DONE"

Somebody said that it couldn't be done,
But he, with a chuckle, replied:
That' "Maybe it couldn't, but he would be one
Who wouldn't say so till he tried."
So he buckled right in, with a trace of a grin
On his face. If he worried he hid it:
He started to sing as he tackled the thing
That couldn't be done—and he did it.

Somebody scoffed: "Oh, you'll never do that,
At least, no one ever has done it."
But he took off his coat and he took off his hat,
And the first thing we knew he'd begun it.
With a lift of his chin, and a bit of a grin,
Without any doubt or quiddit,
He started to sing as he tackled the thing
That couldn't be done—and he did it.

There are thousands to tell you it cannot be done,
There are thousands to prophesy failure;
There are thousands to point out to you, one by one,
The dangers that wait to assail you.
But just buckle in with a hint of a grin,
Then take off your hat and go to it;
Just start in to sing as you tackle the thing
That "cannot be done," and you'll do it.

SHOWING SOME SHIRTINGS BY DRAWINGS

Not only will shirt manufacturers be somewhat late in going to the trade this year, but they will have in their ranges, in some cases, not shirtings but cards illustrating on paper what the shirtings will be like.

Some of the U.S. mills have been absolutely unable to make up even sample cloths, and have resorted to this scheme for showing their goods.

Of course, Canadian shirt manufacturers have been buying cloth from such paper samples for a long while, but it will probably be the first time the Canadian retail trade has ever had samples of shirtings shown to them by drawings.

Merchants will be surprised with the accuracy with which the patterns can be displayed. Properly mounted on the manufacturers' cards they really give a splendid impression—the pattern shows up clearly, some think that it shows even more clearly than it would as woven or printed on the cloth.

TRICKS IN LAUNDRYING WORTH TELLING

So Many Shirts Are Now Being Washed at Home That Customers Would Appreciate Advice As to Setting Color by Soaking in Salt Solution, Etc.

THE higher cost of shirts is unquestionably driving still more business towards the French cuff models. This for the reason that these may readily be washed at home.

No use talking, very many men are cutting down the quantity of goods they send to the laundry. Stiff collars have to go there, and are going in good quantities, though even here there has been a reduction by reason of the greater adoption of the soft collar. Shirts, however, are more and more being washed at home.

There is a point of great interest here for the men's wear merchant, for it is distinctly to his interests to have his customers satisfied that shirts purchased in his store are made of the best material. Because of this, where time permits, some questions might well be asked of the purchaser as to how he gets his shirts attended to. If these are sent to the laundry, all well and good. What will happen to the shirt will depend upon the kind of work the laundry does. More than one shirt has been hurt in the laundry, but there are no doubt many careful and efficient laundries. The thing is for the user to find out the good laundry.

If the shirts are to be washed at home, however, a word or two of advice might well be given, for there are tricks in every trade, and there are some things which might well be remembered in washing shirts.

Shirts, like people, are very much affected by the company they keep. One good man, it is said, would have saved Sodom. It is just as true that one shirt badly dyed will ruin a whole wash of other shirts. It is of course, not possible to wash every shirt separately; but a little care might well be taken to have the shirt soaked in a solution of salt and water overnight—about a handful of salt to a gallon of water makes the right solution. This serves to set the color so that they will not run during the wash.

Such treatment is particularly desirable where a new shirt is being put through the wash. On this there is often a surface dye which will wash off, even in the case of woven colors. This would not, of course, ruin the shirt, but would take away the freshness of the pattern. Danger of such damage can be removed by the treatment above. Little points these, but the kind which a customer appreciates being told.

CLOTHING MEN AND WOOLEN MEN

FOLLOWING the meeting of clothing manufacturers with the War Purchasing Board at Ottawa, a conference was held between the clothing manufacturers and the manufacturers of woolens. The clothing men were assured that their requirements would be provided for before any export business was done. In the course of the discussion it was brought out that owing to the calls made by the army and the munition manufacturers on the skilled labor of the mills production of cloth had been curtailed. There is a feeling among the clothing manufacturers that the Canadian mills have made very marked improvements both in the quality and design of their fabrics during the past few years, and that for the future a larger proportion of their consumption should be procured from our own mills. It was decided to appoint a man who would be in a position to act between the clothing men and the mills right along, arranging for the distribution of the surplus production over army requirements, etc. Fred H. Yapp, secretary of the Woolen Men's Association, will in all likelihood act in this capacity.

Lyon Cohen felt it impossible to accept the chairmanship of the Clothing Manufacturers' Association, and it is likely that Geo. C. Coppley, of Coppley, Noyes and Randall, who has been nominated, will accept the chairmanship.

CANADIAN PANAMA HAT CO. HOLD PICNIC TO GRIMSBY

THE entire manufacturing and office staff of the Canadian Panama Hat Co. held their picnic at Grimsby Beach, Monday, July 22.

The trip over was made in six large motors, and at the beach sporting events were indulged in, among them a baseball game in which some of the South American workmen who had never touched a baseball proved themselves real experts.

A chicken dinner served under the beautiful trees was another memorable feature of this picnic.

A Few Reasons Why Cottons Are Scarce

"A 12-inch gun disposes of half a bale of cotton with every shot fired.

"A machine-gun in operation will use up a bale in three months.

"In a naval battle, like that off Jutland, from 5,000 to 6,000 lbs. a minute are consumed by each active warship.

"It takes more than 20,000 bales a year to provide absorbent cotton to staunch the wounds of the injured.

"One change of apparel for all the troops now engaged in the war represents more than 1,000,000 bales.

"100 bales will be required to equip the proposed aeroplane fleet if cotton supplants linen for wings.

"The U.S.A. are now turning 1,000,000 bales a year into explosives alone."

STRANGE DUTY REGULATION RAISES SHIRT PRICES

Safeguarding Against Dumping Not Necessary Now—Customs Department Might Well Consider Revision Which Would Do Good Deal to Keep Down Soaring Price of Shirts

TARIFF regulations, dealing with the basis of duty payment on cloths bought in the United States, are, at the present time working a serious hardship on retailers handling shirts and on manufacturers making shirts alike. Of course this might be taken still further and made to apply to the consumer who is buying shirts. By reason of this regulation he is being forced to pay more for his shirts than would otherwise be necessary.

The regulation in effect is that duty of 32½ per cent. plus 7½ per cent. war tax shall be paid not upon the price at which goods are purchased by the Canadian cutter-up, but, if delivered later than nine months after the contract between the cloth maker and the Canadian purchaser was entered into, the 40 per cent. shall be paid upon the price obtaining for the goods in the port of shipment at the time goods are actually sent to Canada. If goods are shipped to Canada within nine months of the time the contract to ship them was entered into, then the duty of 40 per cent. shall be paid upon, not the price which the mill agreed to accept for the goods, but upon 25 per cent. of the increased price which may obtain in the port of shipment at the time the goods are shipped.

A CASE IN POINT

This may be made clear by taking one instance. If a manufacturer buys a certain class of cotton at 20c, he will pay the 40 per cent. for duty upon this 20c if no increase in the cost of cotton takes places. If, however, the goods are not shipped for months, and the price in the United States has then risen to 30c, he will pay his 40 per cent. duty not only on 20c which he pays for the cloth, but upon one-quarter of the 10c advance which has taken place in the price of the cloth in the States—that is he will pay his 40 per cent. duty on 22½c—this in spite of the fact that his contract, which was gladly accepted by the mill, called for delivery of the goods at 20c.

If the goods are not shipped until after nine months, by which time the price of the goods has, say, risen in the United States to 25c per yard, then the 40 per cent. duty will be paid by the Canadian manufacturer not upon the 20c which he still pays to the mill for the cotton, but upon the prevailing price at the time of shipment, or upon 35c.

It will be seen that this makes a huge difference to the manufacturer.

WHERE LOSS OCCURRED

It opens the way for big losses to the manufacturer. Just how these losses may occur can be made clear by quoting one case which MEN'S WEAR REVIEW knows to be a fact. A manufacturer bought in March, 1917, a certain shirting at 13c per yard. These shirtings have only now commenced to be delivered. They will not all be received by the Canadian cutter-up until September or October. At the present time this shirting has advanced, so that it is being quoted at present in the United States at 31½c per yard. The manufacturer, therefore, has to pay his 40 per cent. duty not on the 13c which he pays for the cloth but upon 31½c. Now he showed samples of that cloth to the trade when he got the sample pieces. He accepted orders at prices figured on the 13c cloth. He is, therefore, at the present time confronted with the necessity of filling these orders and of losing $1.80 on every dozen of the shirts. It is impossible for him to change the price because in the first place he contracted to deliver the shirts to the retailer at a certain price. Moreover, he has other shirts in his range, made of similar cloth, which was delivered more promptly and on which he paid therefore a much smaller duty—shirts which are selling to yield a profit at the same figure at which other shirts are selling to yield a loss of $1.80. The difference between the small profit and the $1.80 loss is in the difference in duty which has to be paid.

Now this regulation regarding duty is unquestionably one which was made to prevent dumping in Canada. It was feared, apparently, that manufacturers in the United States having a large supply of a certain cloth would be willing to ship part of this to Canada at a figure far below the United States market. With a situation like the present, however—where cloth is in such tremendous demand—the possibility of such dumping is not a consideration. The United States mills would probably be glad if the Canadian shirt makers would cancel favorable orders which they have on hand. There is even reason to feel an unscrupulous mill might delay filling orders until such time as the Canadian purchaser would have to pay the duty on the prevailing market price in the States—this to the end of making a cancellation of the order seem advisable to the Canadian cutter-up—leaving the United States mill with the goods to ship at the higher price obtainable on the new market price.

NO NEED TO FEAR DUMPING

MEN'S WEAR REVIEW does not mean to insinuate that such steps are being taken. There is absolutely no evidence to prove this so far as MEN'S WEAR REVIEW knows. The action of the United States mills

has been honorable. Such a course would, however, be possible, and is just cited here to indicate that the need of protection against the dumping is, for the moment, not a real need at all.

It is very evident, of course, that where the manufacturer has to face the possibility of losses such as that indicated above he must make certain allowance in his overhead calculation to take care of this contingency. That raises the price of shirts to the retailer, and through the retailer to the consumer.

It is very evident also that where the manufacturer has to pay duty not upon the contracted price which he pays for the cloth, but upon a much higher price to which the cloth has climbed by the time it is shipped that the price of shirts made from this cloth will be much higher by reason of the duty.

REVENUE NOT COMPENSATION ENOUGH

Of course this duty is bringing a certain revenue to the country, but it is making the problems of retailing and manufacturing much more difficult. It is requiring a greater use of capital in both retailing and manufacturing, and this is against the best interests of the country.

It would seem that a revision of this tariff regulation might well be considered by the authorities at Ottawa.

NEW TARIFF RULING AFFECTS SHIRTINGS

This Tends to Lessen the Anxieties of Manufacturing and Goes To Stabilize Price to Retailers.

UPON a protest recently made by a shirt manufacturer, the Customs Department at Ottawa have made a ruling on the regulation regarding the payment of duty on shirtings coming from the United States into Canada. This ruling is of direct importance to manufacturers, and of very considerable indirect importance to the retail men's wear merchants of Canada in that it will mean they will get their shirts in the future at a somewhat more moderate price, that is without having to pay as large a sum for them as they would have if this ruling had not been made.

By now the retail trade, as well as the manufacturing trade will be familiar with the clause which states that the duty of 32½ per cent. war tax shall be paid not upon the price which is given for goods purchased in the United States, but upon the price at which the goods are selling in the port of shipment at the time they come to Canada, if they are not delivered within nine months—upon 25 per cent. of the increased price if they are delivered within the nine months.

The new ruling, which has been made, is to the effect that if the order for this cloth calls for delivery of this cloth in Canada within nine months, then shall the duty be paid only upon 25 per cent. of the increased cost as between the time at which the order was placed and the price prevailing at the time the goods should, according to the contract, have been sent to Canada.

What is stated will be made clear by quoting figures. Supposing cloth was purchased in the United States in September at a price of 12 cents, delivery was called for in April but was not made until July. Now at July the price had risen from 12 to 24 cents whereas in April, when the goods should have been received in Canada, the price had only come to 16 cents. The duty, therefore, would be paid not upon 12 cents but upon 12 cents plus one quarter of the increase between that and the 16 cents, or in other words upon 13 cents. This rather than upon the 24 cents to which the goods had risen when they reached Canada, and upon which the duty has often been paid, since the goods were not received within the nine months' time.

Another point which has been made clear is that the Canadian Customs distinguishes between what is a contract and what is an order. For instance a manufacturer may go to the U. S. market in January and then say that he will buy a certain quantity of certain cloths. He says he will specify the quantities of certain patterns a little later on—perhaps April. Now the Government regards the January transaction as a contract, but does not regard the order as placed until the quantities are specified as they were in the example in April.

All of this, as has been indicated, simply means that the amount of duty paid upon the cloth imported from the U. S. to go into Canadian made shirts is smaller than it would be without these rulings.

It also means a most important thing, that the manufacturers can estimate very nearly now what they will have to pay in the form of duty, and can figure their costs more accurately.

CONDUCTS SUMMER SALES QUIETLY

THERE may be instances where the use of many large and striking cards is permissible in announcing the Summer sale. Some think otherwise and have followed their promptings with the result that their special price cards and announcements are of a quiet, yet effective style.

Max Beauvais, Ltd., of Montreal, usually wait until August before putting on a mid Summer sale. The anxiety of many others prompted earlier action this year, and the firm are making announcements quietly but effectively.

Large cards are used of the standard 22 by 28 in. size. These are usually black or grey, and lettering is done in white. The dark background is quiet but gives contrast, and all lettering stands out so distinctly that any customer may read announcements quickly. A sample card reads thus.

SUMMER REDUCTIONS

Business Suits .. $22 Value for $19.50

Palm Beach Suits, Specially Priced, $16.50.

Flannel Trousers (Striped Specialties) $5.95.

Blazers

Fancy Vests, etc.

There are four of these cards; each is inserted in a neat frame and placed at each of the four corners of the cashier's desk, where they are in the direct line of vision. The advantage of these being so placed is that they are readily seen both by the customer and the salesman; it denotes that there is one price to every customer; reveals at once the price asked for a given article, and indicates to prospective customers that special prices are made, without the objectionable feature, as some think, of large, unsightly and cheap-looking cards.

Mr. Beauvais has used this method for some time, and the frames for the cards are carefully preserved each year for the next.

Somebody ought to take a big stick and get after the writer who dates his letters by using a number to designate the months. The busy businessman has worries enough without having to solve after numbering the months on his fingers, whether 11-10-17 means November 10, 1917, or 11 October, 1917. It wouldn't be so bad if everybody observed a uniform system of giving first the number of the day of the month and the year—but they don't. Abbreviations are never in good taste, and the funny thing is they are used mostly by people who are not over busy. Forest *Free Press*.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, July 25.—That the United States government in an endeavor to stabilize prices to a larger extent may set a price on raw cotton seems quite probable. However, as far as domestic requirements are concerned this is not likely to make any appreciable difference. Merchants generally can face a market decidedly strong and with every tendency towards higher prices.

This is evidenced in nominal prices being named on shirts which will range higher by 20 per cent. at least it is thought, and may even be more. Higher figures are more than likely to become effective before the end of the present month or early in August on overalls.

The market on all cotton goods may be termed strong and the difficulty of securing ample supplies to take care of domestic requirements is increasingly evident. War demands grow heavier and with labor a more uncertain factor, the future must necessarily be hard to determine.

There are hopes entertained that the British government which controls the supply of wool in that country will permit shipments of the finer yarns under certain conditions to Canadian mills. This is favorable news for the knit goods mills, these grades being very difficult to procure, and underwear and hosiery trades will benefit.

One direct result will probably be that the mills will now enlarge on the allotments being made to their customers. Orders are now being booked and the outook will improve to the extent that these fine yarns are available.

Fall orders for clothing are being completed as rapidly as possible, manufacturers getting shipments away early to avoid possible delays in event of railroad strikes. The price of cloth continues to climb, desirable pieces moving out quite freely even at the increasingly high quotations named. Deliveries are very uncertain and little improvement is looked for in this respect.

Deliveries of fall and winter underwear are proceeding quite favorably and the consensus of opinion seems to be that orders on file will be completed on time. The demand for neckwear leans towards the better values with the range still very good. Waterproof collars of the better grade have at last undergone revision upward and the retail value will now be 35c each for the best grades. Business generally is just a little quiet now, though prospects are considered good.

COTTON PRICES TO BE FIXED

U.S. Government Shows Tendency Towards Setting Price on Raw Cotton—Will Not Likely Affect Domestic Consumption

COTTONS.—Conditions in the cotton textile industry are more or less awaiting the outcome of events in the United States where conferences are being held over the proposal of the Government to take over the new crop and store it in warehouses in the north. This would mean fixing the price of raw cotton and have a tendency towards stabilizing conditions generally. In the face of other manufacturing difficulties it is probable the mills would welcome a turn like this though whether cotton for domestic consumption would be procurable at Government figures is rather doubtful.

The market on raw cotton has shown an upward tendency during the past 30 days, prices advancing from 30.00c basis to around 33.00c basis. Conditions generally do not warrant this advance it is claimed, heavy stocks being available, crop reports optimistic and opportunities for export trade limited to a great extent.

Manufactured cotton for domestic trade shows a steadily firmer tone and new prices on hosiery expected almost any day now, will, it is thought, show an advance. Prices on overalls are very firm at advances recorded in last issue and that another dollar may be added to the price in the next week or ten days seems likely.

Difficulty in securing material is claimed by manufacturers generally. War work is absorbing a very large percentage of the output of the looms and the regular trade must suffer as a result. Canadian manufacturers must largely depend on Canadian mills and the mills here are handling a heavy amount of war business so it is not hard to determine that the ordinary commercial demands must suffer—how much is unknown as yet.

FINER YARNS FOR CANADA

Canadian Mills to Receive Shipments of Finer Yarns—Outlook Improved—Canadian Wools for Canadian Looms

WOOL.—More favorable news has been received by the knit-goods mills from the Canadian Wool Commission. It is intimated that the British Government which controls the supply of wools in that country will permit shipments under certain conditions of the finer yarns to Canadian mills. These have been difficult to secure of late and so this word makes the outlook for spring manufacture much more promising in the finer lines of hosiery and underwear. The mills are now engaged on booking these orders and the result of the British Government action would be to enable the mills to enlarge the allotments they have made to their customers.

More and more the knit goods mills will have the entire domestic field to themselves with the United States mills turning out various lines of war sup-

plies besides their regular ones and in no case able to work on anything like their normal capacity for home consumption or export to Canada. Indications are that deliveries of Fall and Winter bookings will in the majority of cases be effected very largely in full.

The Canadian clip is being marketed quickly and commission merchants are inclined to the belief that the greater portion of this season's clip will be retained for Canadian looms. An increase in the clip is figured on for this year and with the difficulty experienced in getting supplies of Australian wool there is good reason to expect that buyers will exercise the option of purchase extended to them on this market. A recent purchase of 5,000 bales of New Zealand wool has reached destination, and another 11,000 are due to arrive around the middle of August.

ONLY HIGHER PRICES IN SIGHT

Further information which comes to hand makes it very evident that the prevailing prices of overalls are to be subject to other advances very shortly.

There are a number of causes—one is the transportation difficulty, which causes such delays in shipments that many manufacturers are forced to get in their materials by express. This prevents the shutting down of the mills pending arrival of goods, but of course runs the cost of the goods up.

Orders for Spring delivery of denims have already been placed, and the figures paid make it clear that the advance in prices necessarily will be from three to four dollars a dozen.

CLOTHING

Fall Orders Going Forward Freely — Western Outlook Doubtful — Cloth Keeps Climbing—Civilian Needs Being Met

CLOTHING.—Shipments of Fall orders continue to go forward in good volume. As a matter of fact, clothing manufacturers have been making special efforts to complete orders and get them shipped before any railway trouble develops which might hold up deliveries for weeks. Some manufacturers report having received several cancellations of orders from Western towns and cities—crop conditions apparently being such as to make this action necessary on the part of merchants. However, it is more than likely that any goods available through failure of Western merchants to take delivery will be readily absorbed in Eastern markets.

The price of cloth continues to climb, desirable pieces selling at remarkably high prices, while good standard cloths have now reached very high levels. Deliveries are very uncertain, shipments coming to hand very slowly and irregularly so that figuring ahead is almost impossible.

That civilian needs will be met seems generally the opinion prevailing. Undoubtedly the clothing market has undergone radical changes on account of the war. The entry of the United States into the war placed an immediate burden on mills to turn out the wool and manufacturers to supply the garments. The call was urgent and consequently civilian fabrics suffered in the matter of output. The demand has continued during the present year, but in spite of war demands the feeling prevails that no hardship will be met by the civilian population—they will be clothed.

One manufacturer in summing up the reasons for to-day's high prices states: "The increased cost of clothing to-day is due to the increased cost of wool and the increased cost of labor going into the manufacture of woolens and the finished garments."

UNDERWEAR

No New Developments Recorded—Conditions Remain Unchanged—Deliveries Fall and Winter Lines Proceeding Favorably

UNDERWEAR.—Developments in this branch of the trade have no particular interest, conditions remaining unchanged from those outlined in the last issue. Difficulty in securing sufficient material to keep the mills operating is experienced as far as civilian trade is concerned, though war needs are keeping many plants operating at capacity.

Deliveries of Fall and Winter lines are proceeding satisfactorily and the view is held that booked orders will be completed pretty well on time. The prospect of Canadian mills receiving larger allotments of the finer yarns is looked on with favor and presents a decidedly brighter outlook for Spring business. The tendency is to secure a little more definite basis to work on before offering anything to the trade.

A very good volume of business is being placed by jobbers and retailers for cotton underwear, new prices on which were announced last month. The feeling exists that in as far as possible arrangements to secure goods should be completed early for the early buyer stands the best chance of having his order filled.

Advances in balbriggan are expected to amount to about 25 per cent. though definite figures are not yet available. The feeling prevails however that this is a very likely jump to take place for this line of goods.

NECKWEAR

Demand for Better Values Continues Leading Factor — Fall Business Promises Satisfactory Results —Printed Patterns Popular

NECKWEAR.—That the ultimate buyer or user is becoming educated to demand the better grade neckwear is evident in orders being placed by merchants for the high-priced lines.

Manufacturers report a splendid range of goods though foreign stocks generally are becoming scarce with Swiss practically unobtainable. The styles tend towards quietness with printed patterns proving popular at all prices.

Western business has felt the effects of unsatisfactory crop reports, but it is hoped this will be overcome and totals mount to good figures. Local business is considered very good.

HATS AND CAPS

New Developments Hard to Find—New Samples Will Soon Be Ready—Prices Likely to Be Another Notch Higher

HATS AND CAPS.—There are few, if any, developments of particular interest affecting this trade this month. New samples are expected almost any time along with a range of prices which will it is felt be another notch or two higher. The question of supplies is increasingly difficult it is said and the future presents anything but certainties.

Weather conditions were not favorable to a heavy movement of straws and it is doubtful if the hot spell of last few days will enable dealers to overcome loss of sales earlier in the season. At prices going in some quarters, it would not be very profitable business at any rate. Good shapes could probably be carried over with little if any loss as next year's prices will be higher.

OVERALLS STEADY

Month Records No Change in Price But One Expected in Another Week or Ten Days—Very Hard to Secure Materials—War Orders Heavy

OVERALLS.—There has been no advance in price recorded in overalls during the month. However, it is quite possible before July is over that another $1 per dozen will be added to present quotations of $28 for immediate and $30 Fall delivery on the type known as railroad pattern.

Increasingly difficult seems to express manufacturers' feelings as regards conditions affecting their trade. Those working on Government orders secure material, but when specifications are given out to take care of some of their regular trade, the material is not forthcoming. War demands are paramount and whereas every effort to take care of customers will be made, the outlook is none too encouraging.

SHIRTS

Higher Prices For Spring the Order of the Day—Trade Quiet Just Now—Big Business Looked For

SHIRTS.—The general tendency towards higher prices for Spring goods is becoming more marked, advances amounting to about 20 per cent. being looked upon as the probable minimum, though definite figures are not given out in all instances. This applies particularly to cotton lines, though as outlined in MEN'S WEAR REVIEW last issue, all lines will undoubtedly show stiff advances.

There have really been no new developments to report during the month. Conditions outlined in last issue largely hold true to-day—prospects being for high prices but sufficient supplies to take care of the trade.

Trade is quiet just now, this being rather between seasons as far as actual selling is concerned. However, the outlook seems very good and the future is looked forward to with optimism.

COLLARS HIGHER

Waterproof Lines Reach Higher Levels—Best Lines to Retail at 35c—Good Demand Manifest—Other Lines Selling Well

COLLARS.—The better grades of waterproof collars have reached a higher scale of values and the retail price has now been set at 35c each. Prices now being asked for the best grades are $2.40 dozen to retail at 30c to 35c each; for the next grade, $2.30, to retail at 30c; for the next line $1.90, to retail at 25c; and for the cheapest lines $1.25, to retail at 15c each. This is in line with predictions made in MEN'S WEAR REVIEW a couple of months ago, indications pointing to a probable higher scale of prices, but manufacturers have shown a tendency to keep quotations down as long as possible. The cheaper lines showed an upward tendency last month and that the highest point has been reached seems by no means certain. An excellent demand is reported and orders generally are being taken care of with satisfactory promptness.

Waterproof shirt fronts sell at $4.00 and $6.00 per dozen according to quality.

Both laundered and soft collars maintain a good average of sales, high prices evidently exercising little restraint on tendencies of buying public.

SUSPENDERS TO GO HIGHER

WHILE the war has affected practically every commodity it has touched some more forcefully than others. Suspenders is one of the lines which has been seriously affected. Practically everything going into these is needed for war purposes. The steel, brass, cotton, leather, webbing are all used for war purposes. As a result they have leaped in price and are exceedingly difficult to obtain.

When goods are difficult to obtain it means that a premium has to be paid to secure them. The result is high prices for suspenders—prices which seem likely to go very much higher. Still in this line the advances are spread over a dozen sales and do not hit the consuming public as hard perhaps as do increases in some other lines. Certainly the trade will be able to find a ready market for their suspenders. It seems certain, moreover, that there will be suspenders for them to sell, though, as has been said, higher prices are to be looked for.

KITCHEN COMPANY HOLDS ANNUAL OUTING

THE annual picnic of the Kitchen Overall & Shirt Co. workers was held at Wabassa Park, near Hamilton, Saturday, July 13, about 150 going over by trolley from Brantford. The company defrayed all expenses and donated handsome prizes for the various sporting events, which were run off during the day.

WHAT THE PRESS RECEIVED FOR ADVERTISING THE VICTORY LOAN

Various estimates have been made as to the amount the press received from the Government in connection with the press publicity for the Victory Loan, but the actual figures paid were clearly set forth in audited statements submitted to the Annual Meeting of Canadian Press Association, Inc., held in Toronto on June 13 and 14.

The total amount paid by the Government for advertising space was $165,419.81, which was distributed among 1,400 newspapers and other publications. Approximately $5,000 was spent in the preparation and distribution to the press of a large number of special articles, illustrations, cartoons, etc., which were inserted in the press without charge. The setting of type and making of duplicate plates of the advertisements for the various publications used and the fees paid to the five co-operating advertising agencies for their services cost in the neighborhood of $37,000, making the total expenditure $208,166.09.

As the total cost of floating the loan was approximately $5,000,000, the Government's expenditure on press publicity represents less than five per cent. of the total expenditure. It is interesting to note also that the press publicity cost only one-twentieth of one per cent. of the total amount subscribed to the loan.

The press publicity for the loan was handled by Canadian Press Association, Inc., and the officers of the Association and its individual members co-operated splendidly in making the campaign a success. During three months last fall most of the time of the president, Mr. J. H. Woods, Calgary "Herald," and the office staff, was devoted to the press publicity campaign, and for several weeks the committee of publishers in charge were in almost continuous session. The individual members, on the other hand, contributed, without charge, space in their newspapers and other publications which, if calculated at their regular commercial rates, would run up to more than the total amount paid for the advertising space.

Neither Canadian Press Association, Inc., as such, nor any of its officers or committees, received any remuneration for their services in connection with the loan, those services being given voluntarily and in the spirit of national serivce.

SAD LINES, BUT TRUE

THE following lines were the sole contents of a letter recently received by a Canadian woolen house. It was sent from a mill in Bradford, England, in reply to an enquiry regarding order placed in the month of July, 1917:

Keep your temper, gentle sir,
Writes the manufacturer,
Tho' your goods are overdue
For a month or maybe two,
We can't help it, please don't swear
Labor's scarce, and looms are rare,
Can't get yarn, can't get dyes,
These are facts, we tell no lies.

Harry's drafted, so is Bill,
All our work is now uphill,
So your order we're afraid
May be still a bit delayed.
May be this month, may be next
Still you'll get it, don't be vexed,
Keep on hoping, don't say die.
We'll fill your order bye and bye.

WISE BURGLARS

The high cost of living is evidently being felt by the burglaring profession. Several stores have been entered during the month by thieves in need of new clothing. One of the last was the Lyons Tailoring Co. store in Brantford where goods to the value of $400 were taken.

The tailoring shop of John Mills, St. James, Man., was also forcibly entered but only a small amount of goods were taken from here.

CANADIANS PRESENT

A number of Canadian display men attended the annual convention of the International Display Men's Association held in New York early in July. Some splendid demonstrations in the art of window trimming were put on.

Mr. Thomas Dale of the Dale Wax Figure Co. was one of the Canadians attending the convention of the International Display Men's Association held in New York early in July.

NECKWEAR

DOLLAR TIE NOW THE LEADER—SOON TO BE $1.25

Rapid Advance in Silk Makes Further Advances in Retailing Price Necessary—Some Early Buying to Cover—Silks Scarce, But Fine Ties Being Shown Nevertheless.

WHILE it is true that merchants are still able to get neckwear which they can sell at 75 cents, it seems certain that the $1.00 tie is going to be the big range very shortly. Manufacturers go so far as to state that they cannot see anything better than the

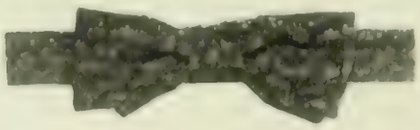
Floral Jacquared large pattern — Shown by Tooke Bros.

dollar price in sight for such an early date as September. The silks which they will have to utilize in production will cost them so much as to make $1.00 practically the only market price at which the merchant can retail to his trade.

By November 1 manufacturers appear to feel that the $1.00 tie will practically be off the market. With the way prices are advancing, and seem certain to continue advancing, such prices will have to be asked of retailers that nothing less than $1.25 can be fixed as the selling price.

This continued advance of course indicates that the merchants who have the money available can lay in a stock of neckwear at the present time and save money by so doing. Indeed, such action is now being taken by a number of merchants. At times there is a regular battle to buy for 1919. Manufacturers, however are resisting the efforts of retailers—strange though this may seem. The makers are taking the attitude that they will not accept any orders for 1919 calling for 1919 delivery. If the retailer wants to accept delivery immediately then the manufacturer will take the order. This of course requires the retailer to finance the extra stock bought. If he can look after this financing without difficulty, then he is in a position to gain. If the securing of stock to provide for future sales in any way jeopardizes the merchant's credit, however, it is very evident that this buying in advance will do harm rather than good.

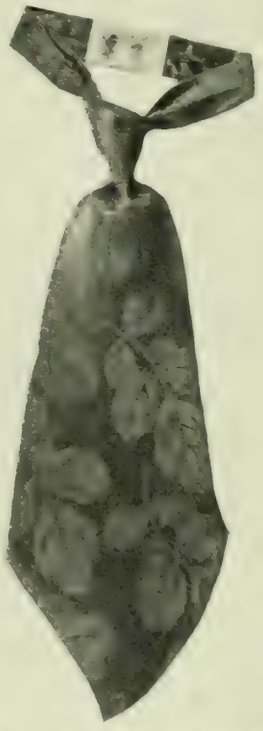
The manner in which ties are advancing is indicated by a sale recently made to a big wholesale house. In 1917 this wholesale house bought about 8,000 dozen ties. A little later—early in 1918—they bought 14,000 more, taking the total delivery half in March, 1918, and the other half in August. The manufacturer who sold this order intended before making the August delivery to offer this wholesale house a 10 per cent. profit on the goods so far undelivered, that is he will give them 10 per cent. of the sum due on the undelivered half order, feeling that he can himself make a larger profit by selling these goods elsewhere. Indeed the manufacturer is



But wing in printed faille made of Swiss silk.—Shown by Tooke Bros.

taking no chances here whatever, for he already has a demand from retailers who agree to take anything at certain figures which come up to a certain standard.

Neckwear manufacturers just back from New York indicate that the conditions there—and of course New York is now the big market for neckwear silk—are exceedingly serious. It is the next thing to impossible to get what is required. Manufacturers are finding that the mills there will limit the order. They will sell so much of this and so much of



From the Fall range of the Niagara Neckwear Company.

that. It is indeed exceedingly hard for the manufacturer to get what he requires.

This does not mean that the Canadian trade will not be shown splendid neckwear for Fall and Winter. MEN'S WEAR REVIEW stated that it is exceedingly hard to get the goods; hard, but not impossible. The manufacturing houses are simply putting on a little special effort—a great deal of extra effort indeed—and are getting through surprisingly good variety of goods. The retailers will necessarily have to pay

Reid's Cravats

A GUARANTEE OF PERFECTION

Sole makers of Reid's Sure-to-Slip Cravats. Reid's Real Bengolene.

Italian Broche, Heavy Satin.

Fall and Christmas showing now complete, containing Italian, Swiss and American silks, embracing stripes, woven designs, printed ideas, and novelties. The most pretentious collection we have ever assembled, ranging in price from $6 upward.

A. T. REID CO., LTD.

270 King Street West

TORONTO

If interested, tear out this page and place with letters to be answered.

very much higher prices for their neckwear, but neckwear they will have, and in patterns which their customers will approve, and made in such styles as will tickle the fancy of the store trade.

With neckwear, as with other lines, a good covering of requirements would be advised, providing as has been said, this can be financed easily.

KNITTED GOODS

GOVERNMENT MAY BUY UP YARNS

Rumor Has It That This Action Is to Be Taken Very Shortly—It Will Interfere With the Supply of Sweaters, Etc.

FOLLOWING close on the heels of the definite information that the Canadian Government is buying what is practically the total output of the woollen cloth mills, comes the rumor that the Canadian Government is going to take quantities of the yarn. The information comes to MEN'S WEAR REVIEW indirectly, having been passed on by a yarn men, who, when being criticized by sweater coat manufacturers for his slow delivery, advised that it would be very possible that the supply of yarn available for such purposes would be seriously interfered with before the year is out, as the Government is going to become a large buyer of just such yarn.

Why the Government should purchase this class of material is a question. There seems only two reasons, one that it is desirable to have a supply of yarn on hand, so that, when any manufacturer states he is not able to turn out what the Government requires because he has not the material that the Government will then be able to supply him with the material.

The other possibility is that there may be a desire to get some hold on the yarn market so that a movement in the direction of price fixing or price stabilizing may take place.

At the moment, the mills seem fairly well supplied with yarn. Perhaps on the whole, the situation has re-adjusted somewhat. If such purchases as are indicated should be made by the Government, however, it will mean that the production of many lines notably sweater coats will be tremendously interfered with though no difference would probably be felt by the retail trade until next Fall that is Fall of 1919.

Cashmere yarns are now exceedingly scarce, of course these have come in the past very largely from England. They can not be secured there in any quantity at the present time. There is an embargo against the exportation of these yarns from the U.S. and the Canadian mills making this class of goods would rather work under coarser counts. Cashmeres are getting scarcer and scarcer.

New Registration Case

THE passage of the Canadian Registration Law has resulted in the production of a number of various kinds of cases for the carrying of certificates, etc. The Davis Novelty Co., of Montreal, have introduced a combination registration case with accomodation for both photo and registration certificate, thus serving a double purpose or being useful for passport purposes or for sending photos overseas, etc.

KNITTED PLAY SUIT FOR LITTLE BOYS

A two garment suit in light grey designed especially for hot weather so that the little chaps may go around in comfort without a thick waist and still be neatly and comfortably clothed. The under garment may be regulated in length by the shoulder buttons. The trimming bands may be white or sky. Made by the Zimmerman Manufacturing Co., Hamilton, Ont.

KANTKRACK

Trade Mark Registered

12 to 19

11½ to 18½

11½ to 21

14 to 19

The Popular Composition Collar of Linen-Like-Finish And Economy Selling Points

KANTKRACKS afford your customer such saving in laundry bills as to readily convince him of the economic advantages of KANTKRACKS **over any other collar.**

You will find the KANTKRACK a ready seller, a profit-maker and a customer-pleaser.

KANTKRACK styles and sizes are varied enough **to suit every customer.**

Get Stocked Now

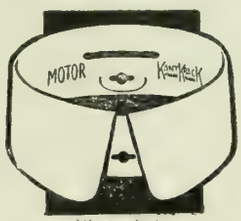
Sole Canadian manufacturers for the Onli-Wa Tie Holder. $3.50 per dozen.

The Parsons *and* Parsons Canadian Co.
Hamilton, Canada

Est. in Canada 1907

13 to 17

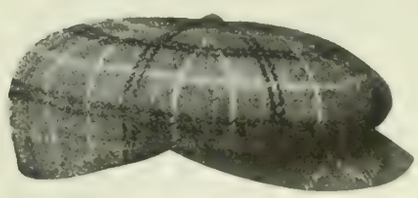
12½ to 18½



12 to 18½

12 to 18½

Say You Saw It
in
Men's Wear Review



THIS IS A CAP YEAR

Owing to the practically prohibitory prices which must be charged for all Felt Hats this Fall, many men will be forced to wear caps instead.

Be ready for the demand. Our range includes
NOBBY STYLES NEW MATERIALS CLOSE PRICES
Let us send you sample assortment.

NEW YORK CAP CO.
880 St. Lawrence Boulevard MONTREAL

If interested, tear out this page and place with letters to be answered.

JAPAN TURNS OUT MUCH CHEAP UNDERWEAR

Men's and Boys' Garments Improved So That Competition With Canadian Mills Will Soon Be Keen—Cheap Labor Means Low Prices

IT IS the opinion of the trade pretty generally that the competition offered by Japan in knitted goods is a matter which should be receiving more attention than it is. It is in men's and boys' garments that the output in the far east is likely to compete most, and already a substantial amount of business has gone from Canadian mills to Japan. One firm claims to have lost between 15 and 20 thousand dozen to Japan.

There is no doubt that the cheap labor in that country will long be a factor in the favor of Japanese manufacturers for they are now able to land goods in Canadian cities at a lower price than mills here can buy the yarns. It is a factor too, over which our country has no control whatever, and it just has to be met or counteracted in some other way. One mill thinks that our Government should demand "Made in Japan" to appear on every garment coming from there to this country. Just now our mills have the advantage over the far easterner by being in close proximity to the best, finest, most improved and most specialized machinery so that it is unlikely that much of the fine quality merchandise will be coming from Japan in the very near future. They are getting in the latest machinery quickly, it is true, and while they are careful to duplicate samples sent them, MEN'S WEAR REVIEW was informed by both mill men and buyers that very frequently the orders were not at all equal to the samples.

It is admitted, however, that great improvement is noticeable, especially in men's and boys' garments and that the output is likely to continue to improve owing to the fact that in the coast towns and larger cities of Japan the men wear European dress. It is different with women's wear for practically none of the Japanese women have adopted western garments and so manufacturers do not work out the fine lines which insure good fit.

"The Japanese are following up German trade very closely and are getting a good deal of Canadian business. Their Government is doing as the Germans used to do; it is subsidizing their manufacturers in order to secure the market in cheap goods," said one Canadian manufacturer, "and it is up to our country to get busy and take precautionary means for supplying our domestic needs at home. I think the 'Made in Japan' label would do a good deal. Every piece of underwear, men's, women's and children's which has been made in Canada has been taken to Japan to be duplicated. We might compete fairly with other markets if we could get our raw materials in free and in sufficient quantities but it looks as if a tariff will have to assist while labor is so scarce if we are going to attempt to send Canadian goods to foreign markets and to compete with other countries in our own home market after the war. Labor will still be scarce when the war is over for immigration will no doubt be restricted."

We Never Have 'Sales'

The public is not fooled nowadays by "sale" talk. They know that reductions are usually made on lines of goods that have **proven** to be "stickers." In other words, you are asked to buy at "sale" prices what early buyers would'nt buy at any price.

There's no occasion for you to buy "off style" goods when you can select new, smart looking, quality furnishings here—and for less money.

We Don't Have Two "Sales" Each Year and don't ask two prices each season

And it's because of these differences in our way of doing business that we are enabled at all times to **out value all others**—and, considering the size of our premises, do the largest men's and boys' furnishing business in this city.

Our stock of hot weather and vacation needs is complete, and the **prices is the same every day**—the **lowest.** Come today—tomorrow, or any time—we'll appreciate your patronage and you will appreciate our values.

DAVID'S

Men's and Boys' Furnishings

366 St. Catherine St. West

ILLUSTRATED *herewith is indeed an unusual advertisement. It does not, however, in the opinion of Mr. David Kirsch, the manager of the business, depend for its success upon its unusualness as Mr. Kirsch explains the matter to* MEN'S WEAR REVIEW *the policy of this store has been for years to have no sales. They make a big advertising feature of this fact, aiming to make people feel that the best quality of goods obtainable at the price are being continually given at this store.*

Mr. Kirsch states that the results have been exceedingly satisfactory. Perhaps the most satisfactory feature has been that a business which holds steady has been built up—a business which sticks.

There may, of course, be many other reasons why this business has been developed. MEN'S WEAR REVIEW *is not in a position to state that. The point is that Mr. Kirsch, who has watched developments, is of the opinion that this store policy against sales has been a very valuable factor. At a time like this, when merchants are reading of sales on every hand, this illustration of the drawing power of a policy opposed to sales will be of interest to many.*

NEW KIND OF CLEARING HOUSE

Montreal Manufacturers Offer to Sell Ready-Made Goods and Cloths on Commission, and Will Also Buy —Product of War Conditions

CONSIDERABLE enterprise has been shown by various firms during the past four years in adapting their business to changing conditions that have resulted from the war. A good example of this is furnished by a wholesale firm of clothing manufacturers in Montreal, H. Vineberg & Co., Limited, who announce what they term a "Clearing House Department." It is a well known fact that the scarcity of goods has led all over the country to a system of re-buying on the part of manufacturers or wholesalers or even retailers of goods that were sold at a lower price previously, and which they are very willing to secure again at a big advance on the original figure. Or retailers in some cases have been overstocked, and the constantly-increasing prices of goods has made it advisable for them to unload part of the stocks they had on hand, and selling has been going on all over the trade of this description. H. Vineberg & Co. have systematized this condition in the form of a "clearing house," through which they ask for supplies of men's, and boys' ready-made clothing, cloth and linings of all kinds, woolens and cottons, to be sent them on the basis of a ten per cent. commission on all that they sell, and at selling prices that are fixed by the owner of the goods himself. The commission includes all the cost of handling, insurance, storage, etc., as well as of selling. All goods unsold are returned to the owner at the end of 60 days or earlier if requested.

The other side of the new venture deals with the purchasing of goods for customers, in which case the firm urges a personal visit, but are willing to execute the commission if a full description of the wants is given them.

Every Desirable Feature That Men Like In Underwear

The full, satisfying quality of Atlantic Underwear can always be depended upon to pull sales. There are many features which make Atlantic appeal particularly to men—

Unshrinkable wool, neat appearance, wear and comfortable "feel" —everything in fact goes into Atlantic to make it a sales-puller in your Underwear department.

You have everything to gain by stocking Atlantic Underwear.

Atlantic Underwear, Limited

MONCTON, N.B.

If interested, tear out this page and place with letters to be answered.

Finding What You Want

If you don't find what you want in the advertising pages, write "Inquiries Department,"

MEN'S WEAR REVIEW

When your customers ask for a trade-marked line and you do not know where it can be procured, write us. When you require a certain class of goods but don't know where they may be had, write us. We will do our best to procure the information for you promptly.

We want you to feel this is your department. Use the form below.

MEN'S WEAR REVIEW
143-153 University Avenue
TORONTO

For Subscribers

INFORMATION WANTED

Date..... 191

Please tell me where I can procure.....

.....

.....

Name .....

Address .....

"SPERO" TAILORS' LININGS

Stamp d "SPERO" MAKE on selvedge

BRANDED

SUPER-STANDARDISED QUALITY
IN COTTON GOODS
"THE BEST IN THE WORLD"

That is all you want to know
about Linings for the Tailoring Trade

GUARANTEED

RELIABLE

AND

DURABLE

Prove it yourself—ask for patterns—
we solicit comparison

RICHARD HAWORTH AND COMPANY LIMITED
MANCHESTER, ENGLAND

COTTON IMPORTERS, SPINNERS, DOUBLERS, MANUFACTURERS, RAISERS, FINISHERS AND SHIPPERS

If interested, tear out this page and place with letters to be answered.

The Parcel from Home is doubly welcome when it contains a

BENTRO-KNIT SWEATER

Soldiers Overseas or in camp will appreciate such a sensible gift.

Dealers should feature these Bentro-Knit Sweaters in Fall and Winter displays, and suggest them as gifts for the men in khaki.

These Sweaters have sleeves and are made in Wool and Half Cotton.

Send us your order now and assure yourself of timely deliveries.

WILLIAMS-TROW KNITTING CO., LIMITED

STRATFORD, ONTARIO

A Popular Juvenile Line—

LION BRAND BLOOMERS

A good-wearing, good-looking line of Boys' Bloomers that are always a big factor in building up juvenile trade.

We have a complete assortment from which to select your stock.

Let us show them to you.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories Clinton Goderich Exeter Seaforth

Dale Half Bust Form

Shirt Displayer

The most versatile display shown on market. Mounted on adjustable standards. Can be tilted to any angle. This form has met with a tremendous demand. It has proven to be a most successful silent salesman.

Manufactured by Dale Wax Form Co., Ltd., Canada's Leading Display Fixture House. Our men's coat display forms are unsurpassed by any other makers'. We manufacture everything for the better display of merchandise.

Dale Wax Figure Co., Ltd.

109 King St. East, Toronto

Montreal, J. Bogat, 150 Bleury St.

If interested, tear out this page and place with letters to be answered.

PANAMAS

for Summer 1918

In all Dimensions, also Balibuntals, Bangkoks and Leghorns

$13.50 to $80.00

$15.00 to $80.00

$15.00 to $90.00

$16.00 to $80.00

South American Panamas — Bali-buntals

THE FEDERAL PANAMA HAT Co

PANAMA MANUFACTURERS

THE BUCKLEY DROUIN CO., Limited
SALES AGENTS

164 McGILL ST.
MONTREAL

Toyos — Bangkoks — Leghorns

If interested, tear out this page and place with letters to be answered.

The Business Papers Got The Volunteers

EDWARD N. HURLEY, the clear-headed, resourceful Chairman of the United States Shipping Board —the man who induced Chas. Schwab to take the general management — puts a big rating on the national importance of the business paper. In the recent campaign for shipyard volunteers the business papers aided greatly in getting the required number of men.

Mr. Hurley, writing the Secretary of the Associated Business Papers, which includes a large number of the most progressive in North America, says:

> "I WANT to tell you and those connected with the division of advertising that the services rendered the United States Shipping Board and the Emergency Fleet Corporation by the Business Papers in our recent campaign for shipyard volunteers, deserves our highest commendation.
>
> "The editorials which these papers published and the advertisements bearing coupons and postcards to be filled in by those desiring to enrol in the shipyard volunteers, materially helped us in securing our full quota of volunteers.
>
> "I recognize the great force of the Technical and Trade Press of the country, and particularly in these critical times, both with relation to business as well as to the war.
>
> "Please accept this as a testimonial of my appreciation of your very valuable services and the assistance given us by the Associated Business Papers."

It is only since the beginning of the war that many have come to recognize the value and power of the Business Paper. Manufacturers who have subscribed for and used the Business Press in their own campaigns have long known its power in developing not only the business of its readers but the resources of the country. The Business Paper to-day stands high in the estimation of those executive heads connected with war endeavors, because they realize it is a mighty force in stabilizing business and in giving technical knowledge which cannot be secured in any other way.

Following MacLean Trade and Technical Papers and Magazines stand at the top for Service to readers:

Canadian Grocer	Marine Engineering	Sanitary Engineer
Hardware and Metal	Dry Goods	Financial Post
Canadian Machinery	Men's Wear Review	MacLean's Magazine
Power House	Bookseller and Stationer	Farmers' Magazine
Canadian Foundryman		Printer and Publisher

Send for copy of any in which you interested.

The MacLean Publishing Company, Limited

1207 Union Trust Bldg. Winnipeg — 143-153 University Ave. TORONTO — Southam Bldg., Bleury St. Montreal

J

THE NEW WAY SYSTEM

The recognized method of equipping men's wear store to conserve space, men and profits.

Wardrobes for clothing, hats and furs, interchangeable units for all other departments.

Purchased for a single department or a complete store, as desired.

The common-sense method of store equipment.

AN INVITATION

We will cordially welcome all visitors to Canada's National Exhibition, who will call at our showrooms, where the New Way System can be seen.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

If interested, tear out this page and place with letters to be answered

Made in Canada

The Latest Out

A novelty which will be in great demand.

A sure seller worth stocking.

A double case with two celluloid fronts.

For Photograph and Registration Certificate—

or for two photographs. Very useful for mailing overseas, and useful for placing on your mantel-shelf.

Each side of the case is the exact size of a Registration Certificate.

Davis Novelty Co.

Manufacturers of Billfolds and other leather goods

212-214 MAPPIN BLDG., MONTREAL

Taylor-Made

HERE is a handsome case for your caps. You can keep fifteen dozen in perfect order—the sizes all together—no bother about boxes—no confusion—no difficulty to ascertain exact stock on hand.

Order one by mail to-day on thirty days' trial. If not satisfactory in every way it can be returned at our expense.

Price, $12.50

The Taylor Mfg. Co.
Hamilton Ontario

ART CLOTHES
COOK BROS. & ALLEN LIMITED
TRADE MARK

Fall Season 1918

"Art Clothes" for men stand pre-eminently the highest type of made-to-measure tailored garments in Canada from coast to coast.

Highest grade material.
Perfection of fit.
Tailored with artistic skill.
Distinctive in character.

These are characteristics which have won us fame.

Our new season's samples are about ready. A splendid range of dependable materials selected with great care. Correct in style for the season.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO

If interested, tear out this page and place with letters to be answered.

RAILROAD SIGNAL

UNION MADE

The Smile of Satisfaction
Goes all the way with

"Railroad Signal"

OVERALLS

Comfort and Endurance are well known features of this line.

Manufactured By

The Kitchen Overall and Shirt Co., Limited

Factory and Head Office:

BRANTFORD - ONTARIO

279 College Street TORONTO | 803 New Birks Bldg. MONTREAL | 407 Hammond Block WINNIPEG

If interested, tear out this page and place with letters to be answered.

Winning the trade of well dressed men

Are you getting this trade —the trade of the men to whom style correctness makes a big appeal, particularly when such style is backed by the very best value in fabrics that the market offers?

Leishman Made-to-Measure Sets and Swatches

will get you this trade. When you've seen the Samples, the Style Illustrations, and the simple Measuring Forms (now ready for your inspection), you will appreciate the real trade-building value of the Leishman Special Measure proposition.

Now, more than ever before, Made-to-Measure Tailoring is the most practical system for every Men's Wear dealer.

Wm. H. Leishman & Company

Limited

Wholesale Custom Tailors

68 Temperance St., Toronto

"Makers of the best Tailored Garments for Men"

If interested, tear out this page and place with letters to be answered.

Lowering the Cost of Getting Orders

THEY were talking about the high cost of getting orders—were Brown and Jones. They were agreed on some things: train service was interfering with ability of salesmen to call on as many as formerly; hotel bills were adding heavily to the weekly expenses of salesmen; congested freight and express service was interfering with quick deliveries; salaries of men were going up; labor of all sorts, as well as materials, was becoming higher-priced.

Then Brown said: "I am giving a good deal of thought to the training of my salesmen. I am endeavoring to make them produce more business—to sell more goods, and to reduce the number of futile calls. I notice that they are giving much attention to this subject in the United States, and that in Canada some firms are paying serious attention to this matter of better salesmanship."

"What are you doing?" said Jones.

"Well, I haven't done a great deal so far, for I am in the initial stages of my studies. But one thing I have learned: it is that my men haven't been analyzing the causes of their failures to make sales. I can't blame them, for I myself haven't troubled myself to dig into this phase of the selling game. Now I am asking myself and my men—Why the failure to get the order?

"I have discovered a good deal. One thing is that my men haven't known enough about the goods they took out to demonstrate them convincingly. This is largely our fault. So we are using time and printed matter to make our men know exactly what they have to offer.

"Another thing we have had impressed on us is that our men haven't been approaching their prospects always in the best way. They have been too keen to sell rather than to serve.

"I saw a thing the other day that is good—by a man named Casson. He said the average salesman's method was 'Talk—Argue—Compel.' As against this, he recommended: Listen—Agree—Oblige.

"What he means is that the salesman must get on the side of the buyer if he is to have best results. And so I am doing something to get my men trained to acquire the point of view of the man they canvass—this first. When a salesman postpones his sales talk until he has won the interest and attention of the prospect, he is in a much more favorable position to put across his proposal.

"I read recently an advertisement of the FINANCIAL POST in which it told of Frank Mutton, President of the International Business Machines Company, in which he said that he has subscribed to THE POST for each of his salesmen in order that they may be well informed about business conditions and affairs in Canada—this as an aid in making sales. The idea, I infer, is to make his men quick to get the point of view of the men they are to canvass—to become possessed of a kind and amount of information which will enable them to make themselves interesting to prospective buyers of time-recording machines.

"Now, I have known Mutton for many years—known him to be a super-salesman. In subscribing to THE POST for his salesmen, I saw one of his methods—secrets, if you like. So I got THE POST myself to see how my men could make use of it for the same objects.

"I have subscribed to THE POST for 4 months at the cost of a dollar per salesman, and I have been having my men report to me in writing just how they are finding THE POST useful to them. They read THE POST with one question uppermost: What item or article in this issue can be used by me to help me make sales?

"I want to tell you, Jones, that I am delighted with the experiment. The minds of my men have been stimulated. They are 'cashing in' on what they read. They relate certain items or articles to certain prospects, and they are approaching their customers with greater confidence, greater art, and with more persistency, born of a surer knowledge of how our product is worth the other man's consideration and purchase.

"My men are bringing in more business, and this offsets the increasing costs of going after business."

* * * *

A VERY suggestive conversation, is it not? The point of its reproduction here: If you think the idea put into operation by Brown (and Mutton who is paying for 50 subscriptions for men in his employ) is worth your consideration, then investigate THE POST for yourself. Instruct us to send THE POST to you that you may investigate it from the angle —What is there in this paper that my men can use to help them "get next" their prospects with a view to making more sales and in quicker time?

So we suggest to you that you sign the coupon below.

Just what does THE FINANCIAL POST aim to do? The answer is: It gives business men information about every important happening in every part of Canada as this happening relates to Business. It follows the various listed and unlisted securities, and gives each week clear and accurate and up-to-the-minute information about them. It tells about the movements and influences affecting such groups of investment interests as Iron and Steel, Textiles, Milling, Pulp and Paper, Transportation, and so on. It has numerous contributed articles of first-class interest and importance. It contains much personal matter—notes and sketches about men of influence or position in the public eye whose doings or sayings have relation to Business. Withal, THE POST is extremely readable. It is edited and prepared by trained journalists—the highest-priced staff of men on any publication in Canada. All this makes THE POST a "different" paper, and a good one. The subscription price is $3.00 (52 issues — Saturdays); or 4 months for one dollar.

The MacLean Publishing Company, Ltd.,
143-153 University Avenue, Toronto.

Send me us THE FINANCIAL POST (weekly, every Saturday). Subscription price of $3 will be remitted on receipt of invoice in the usual way. Have it addressed to

....

....

The Brand That Says—

"This is Good Underwear"

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE REG'D.
HIGH GRADE UNDERWEAR

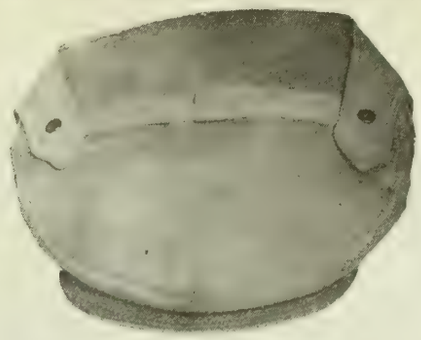
This is the mark to be found on every suit of **Maple Leaf Brand** and **Dr. Neff's Sanitary Underwear.**

It is your customers' guarantee of comfort and serviceability and a guarantee to you of more sales and better profit.

Tell your wholesaler to send you a stock of **Maple Leaf** and **Dr. Neff's.**

Thos. Waterhouse & Co., Ltd.

INGERSOLL, ONTARIO



Auto Cap with eye and collar protector—New m odel shown by Boston Cap Co.

SPRING CAP RANGE NOW READY

Our travellers are now out with our New Spring Range, a line of Special Interest.

We have on hand a good selection of Fall Caps for immediate delivery.

You will find Our Quality Higher and Our Prices Lower than Elsewhere.

Samples and Prices on request.

The Boston Cap Co.

Kellert's Building, 338 St. Urbain St.
Montreal, Quebec

Here are Lines You've Been Looking For At The Right Prices

	Doz.
Porous Knit Union Suits— Short sleeves and long legs or short sleeves and trunks	$12 50
White Nainsook as B.V.D. Union Suits	10 50
Mercerized Fancy Stripe Shirts	18 00
Silk Front ditto, latest designs	20 00
Fine Lisle Socks, black and white	4 00
Silk Socks, black and white	6 00

We are Dominion Agents for **YOUNG & ROCHESTER,** manufacturers Shirts, Neckwear, Dressing Gowns, Flannel Trousers. Factories, London and Londonderry.

TRESS & CO., London and Luton, manufacturers high-class Hats, Caps and Straws, Service Caps and Helmets.

Attractive Military Lines

For C.E.F., R.A.F., and U.S. Army Officers and Cadets.

We carry complete lines: Haversacks, "Ivy" Puttees, $16 doz Trench Coats, Aviation Helmets, Spurs, Crops and Whips, "Soldier's Friend" and other polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Slickers, Caps, and Khaki Socks.

English Leather Leggings, Sam Brown Belts. Badges for all ranks.

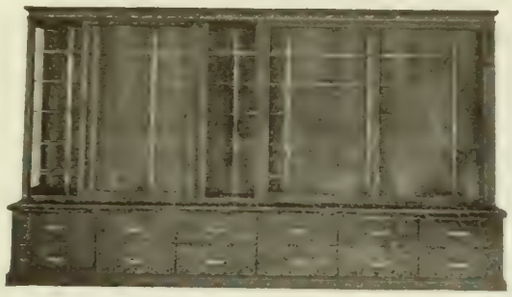
Wreyford & Company

Wholesale Men's Furnishers and Mfrs.' Agents. Military Outfitters

85 King Street West Toronto, Canada

If interested, tear out this page and place with letters to be answered.

HATS AND CAPS TO THE FORE



You'll want this department in shape for the Fall. This case would help.

Lower case 24" wide fitted with two rows of drawers and two sliding boards under ledge. Upper case 5' high, 14" wide inside; sliding glass doors enclosing nickelled rods on adjustable brackets, green felt lined back.

This case, and others, we would like to tell you about, will enable you and your clerks to give rapid service—will enable the best display.'

The Walker Bin and Store Fixture Company
KITCHENER, ONTARIO

CONDENSED ADVERTISEMENTS

AGENT REQUIRED MEN'S WOOLENS. MUST HAVE SOUND connection wholesale and large buyers. J. W. Thompson & Co., 23, Quebec Street, Leeds, England.

Kindly Mention this Paper when Writing to Advertisers.

Our
Want Column
Will Help You

"Craftana"

Registered No. 262,00

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

RAYNSTER PRICES

The new price list for "DOMINION RAYNSTERS" is ready for distribution. These prices represent the highest standard of Raincoats sold in Canada to-day. "DOMINION RAYNSTERS" are guaranteed "Made in Canada" Raincoats, with a style, cut and finish that make them distinctive and superior in every respect.

Style book and price list mailed free on request to our nearest branch.

Canadian Consolidated Rubber Co.
LIMITED
HEAD OFFICE: MONTREAL

Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria.

Tooke

COMBINATION CRAVAT AND SOFT COLLAR

A New Creation!

Wide wale pique with colored stripe, — "Pique one" plain black, "Pique two" sky blue, "Pique three" assorted tan, mauve and green.

Ready for immediate delivery

PRICES—Collars $2.50 per dozen.
Ties $4.00 " "
Boxed in half-dozen

Stocked only at Montreal

TOOKE BROS., LIMITED

Montreal Toronto Winnipeg Vancouver

Spring Buying and Fall Merchandising Number

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII. PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1918 No. 9

ARROW
ATHLETES
UNDER
SUITS

Promoting the hygienic plan of *under* linings for *outer* clothes

Cluett, Peabody & Co. Inc.
Makers, Montreal

The Guaranteed
Forsyth
SHIRT

Milne's Neckwear News for September

For Fall and Christmas

In our fine Italian range you will find what you require for your Fall and holiday trade.

BUY NOW.

Buy now, for not again this year will you have such ranges to select from, priced at $6.00, $7.50, $10.50, $13.50, $16.00, $18.00 and $20.00.

WILLIAM MILNE

50 York Street, Toronto

New lines continually arriving. *Always inspect the Milne Offerings.*

If any advertisement interests you, tear it out now and place with letters to be answered.

Coppley, Noyes & Randall, Limited
Hamilton - Ontario

If interested, tear out this page and place with letters to be answered.

The young fellow wants styles with snap, as illustrated on opposite page. He wants "Proper" Clothes

THOUSANDS of lads who have been earning big money on the farm will now be coming back to school.

THEY'LL need clothing. They'll want fine clothing, like "Proper" Clothing. They'll have the money to buy this.

YOUNG fellows in the factories, stores and offices, will want new suits—new overcoats. They'll also appreciate "Proper" clothes, and will have the money to buy it.

MAKE sure your stock of "Proper" clothes is what it should be. We can fill your sorting orders now.

Our travellers will be leaving shortly with a full range of samples — many standard styles among these, as well as many novelties. *We strongly advise early buying in view of the upset condition of the woollen market*, so go over these samples with our representative and cover your requirements at once.

E have a few special measure sets left. Drop us a card about these.

Coppley, Noyes & Randall, Limited
Hamilton, Ontario

If interested, tear out this page and place with letters to be answered.

You'll Find Some Striking Pattern Effects

We have succeeded in securing a very enticing range of samples for the season of Spring and Summer, 1919.

While not as extended a range as other seasons (this is impossible), this is more than made up for in our exclusive showings.

Our range for Fall, 1918, sorting of flannel shirts, night shirts, pyjamas, bathrobes, house coats and dressing gowns is fairly complete.

We would appreciate early buying. While we are doing our bit in war orders, we are anxious to look after our friends, and early buying will greatly assist us.

The Dufferin Shirt Co., Limited

914-916 Dufferin St., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Perhaps you have noticed that the fashion plates issued by most wholesale tailoring houses are pretty much the same, but successful tailoring does not stop with the ability to buy artistically printed fashion books.

It is skill in execution of style ideas that is the factor of predominating importance. One of our agents says :—

"In all my fourteen years experience as the House of Hobberlin's agent, I never knew one of their fronts to break down".

It is this kind of tailoring and satisfaction that builds for the future and brings continued patronage to Hobberlin agents .

Write for particulars of our agency proposition

The House of HOBBERLIN

LIMITED

9 East Richmond St., Toronto, Canada

Canada's Largest and Oldest Tailoring Institution, Established 1885

If any advertisement interests you, tear it out now and place with letters to be answered.

Canadian Panama Hats

Produced in a factory covering 12,000 square feet especially suited to this highly specialized work.

Our workers having been with this firm since its opening in Canada, and having previously spent their working life in the production of high-class Panama Hats.

The output of this factory, which ensures perfect satisfaction for customers, is sold through the Jobbing and Wholesale Trade only.

Canadian Panama Hat Co., Limited

Manufacturers, Importers and Exporters

343-349 Adelaide St. West - - - Toronto

If interested, tear out this page and place with letters to be answered.

Broadway BRAND Clothes for exacting men

SEPTEMBER, 1918 BIG BUSINESS

Stimulate Fall sales with a showing of Broadway Overcoats

Creative ability is apparent in every model of the new Broadway assortments, as in the number herewith illustrated.

Dealers should send in their Fall sorting orders now and so assure themselves of better business through Broadway Style and Broadway Value — Overcoat requirements should especially be covered.

The Broadway Spring '19 offerings, now in the hands of our travellers, will maintain in the fullest sense the established Broadway standard for Correct Design and Fashionable Tailoring.

Have our representative call. A postcard will bring him.

Randal & Johnston
Limited
TORONTO

If interested, tear out this page and place with letters to be answered.

DENT'S
D
GLOVES

The Key to
Success in
Your Glove
Department

You need this Security
Because Many of
Your Customers Will

INSIST ON DENT'S

Dent Allcroft & Co.
Montreal

TAPATCO
REGISTERED TRADE MARK
BRAND

Working Gloves

wherever good gloves are necessary

And good working gloves are in bigger demand to-day than ever before.

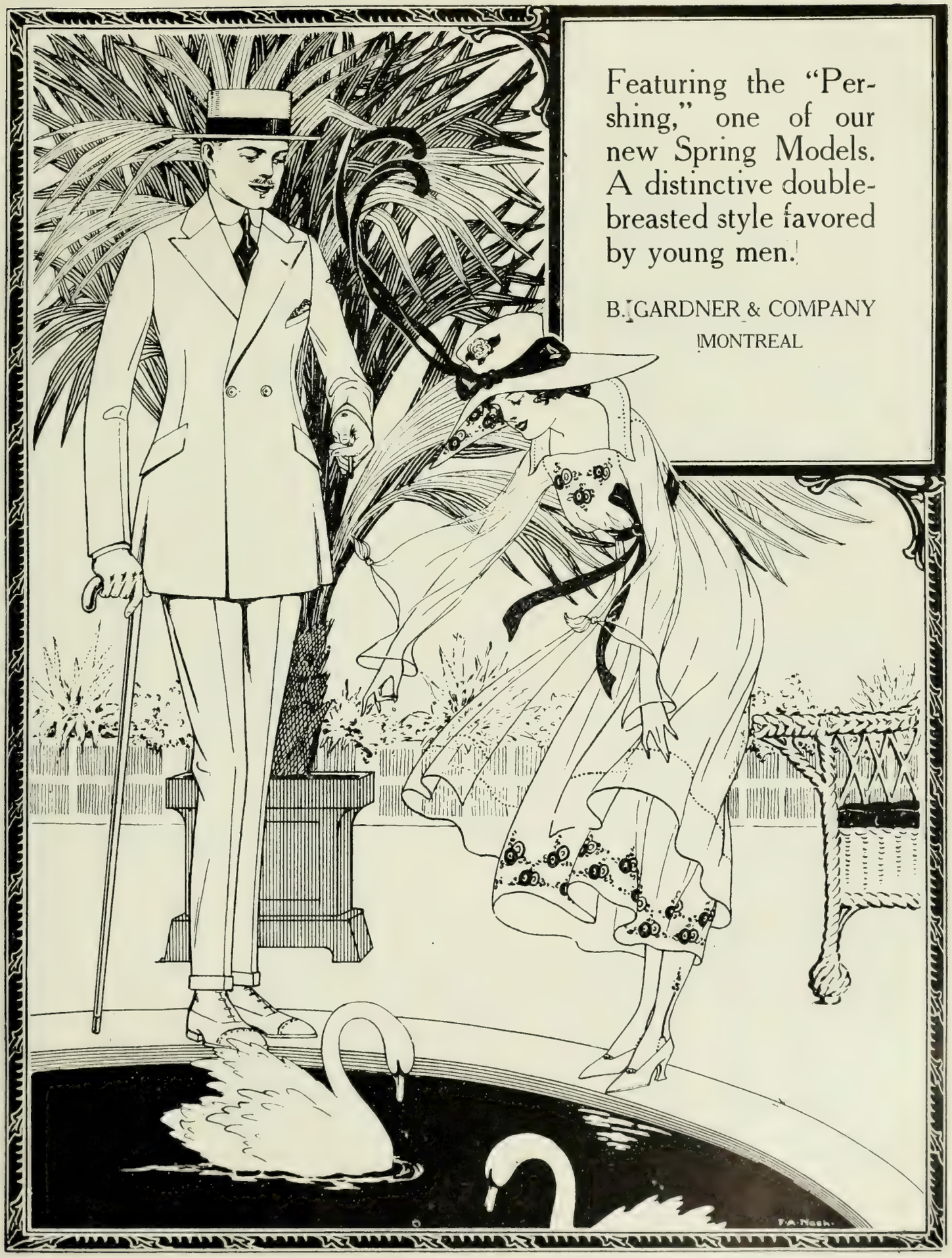
Because to-day everybody is a worker. Increased activities in every field of production naturally mean an increased call for such serviceable working gloves as **TAPATCOS.**

TAPATCO Gloves give long, satisfactory service under the hardest working conditions. They are the gloves to recommend, particularly when there's a variety to suit every requirement.

Gauntlet, Knit Wrist and Band Top Styles in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves. Jersey Gloves and Mitts in Tan, Slate and Oxford.

Keep a stock displayed.

The AMERICAN PAD & TEXTILE Co.
CHATHAM, ONTARIO


Featuring the "Pershing," one of our new Spring Models. A distinctive double-breasted style favored by young men.
B. GARDNER & COMPANY
MONTREAL

Men's Wear, 12-19-17.

These two Miller-made Lines

will win you many extra sales and a satisfied customer with every sale

The cut to the left shows you one of the snappy models in

Miller-made Summer Weight Clothing

Definite quality standards and manufacturing principles have made these MILLER Summer Lines a big success wherever introduced.

The line is complete—*Palm Beach Suits, White Duck, Khaki Duck and Flannel Trousers, Lustre Coats, White Duck Coats, Dusters, etc.*

For the Soldier Boys—

The Miller Walking Breeches

The popularity of the MILLER WALKING BREECHES with the men in khaki has been nothing short of phenomenal since the line was first introduced.

Its snappy lines appeal to every Tommy for dress wear and particularly to the men of the new drafts who, for the most part, are particular in their dress and have the wherewithal to buy what they fancy.

Don't let this profitable military business pass your store. A display of the MILLER WALKING BREECHES will get you your share of it.

We also make Private's Serge Slacks, Tunics, Haversacks and Puttees.

The Miller Manufacturing Co., Limited

44 YORK STREET — *Makers of the famous Miller Breeches and "Miller Master Made" Clothing Specialties* — TORONTO

If interested, tear out this page and place with letters to be answered.

TRADE MARK REGISTERED

COLLEGE BRAND "Clothes"

FOR YOUNG MEN AND MEN WHO KNOW

Our Spring Line for 1919

SUITS AND OVERCOATS IN MOST DESIRABLE STYLES AND FABRICS FOR IMMEDIATE DELIVERY

Considering the obstacles that beset the Clothing Trade—present scarcity of reliable merchandise, you will find the **College Brand Line** as attractive as ever.

College Brand Suits and Overcoats offer you Stylish Designs, Fine Tailoring, Good Looking, Wearable Fabrics, Correct Fit, and are guaranteed to render your trade complete satisfaction.

Retailing at from $25 to $50, you can take care of the great majority of Clothing Buyers, and offer them the best popular-price clothing values in Canada.

Write for Representative or Samples—and do it now

College Brand Clothes Co.,
LIMITED

45 St. Alexander St., Montreal

If interested, tear out this page and place with letters to be answered.

English Zephyrs in Pre-War Qualities and Guaranteed Colors

Included in our Spring, 1919, Range

First in importance in placing your order for shirts for Spring delivery comes the question of materials. Desirable patterns in dependable, fast-color materials are indeed scarce, and showings of good shirts at prices within reach are sure to be limited.

We had the good fortune to receive shipments of English Zephyrs in time to include them in our Spring showing, qualities and patterns such as are seldom seen these days, and absolutely fast colorings. They will be picked up quickly.

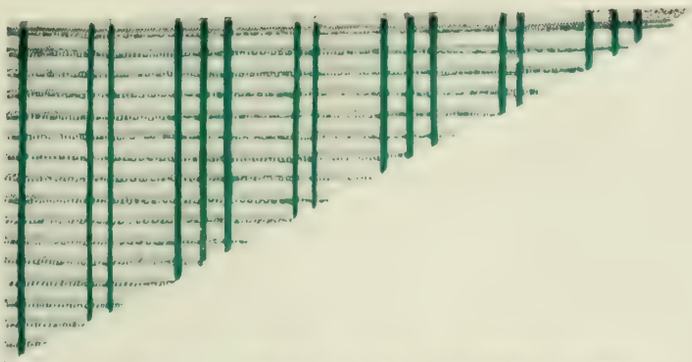
See the Lang range early and make your selections.

THE LANG SHIRT COMPANY, LIMITED

KITCHENER, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Some of the Lang Spring Offerings



1,113

818

1,140

In spite of conditions, we are showing a complete, colorful range which will delight you.

1,161

1,476

The Lang Shirt Co., Limited

KITCHENER, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Woolens & Trimmings

A Serious Problem

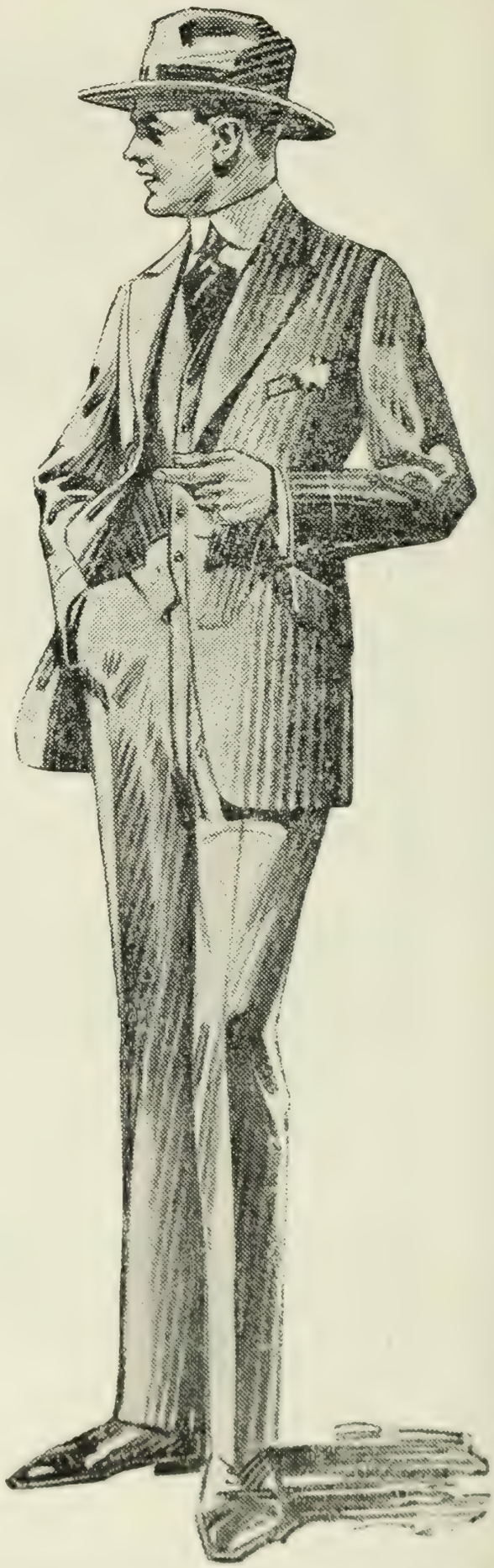
We anticipate this big problem, saw the phenomenal advances coming, and *covered our requirements far in advance*. The advantages of our farsighted buying policy are being shared with the trade.

"K & S" Clothes

represent the utmost in value. The personal examination is the most convincing proof and this is why we urge you to be sure and see our new assortment of suits and overcoats. They are built to give "absolute service."

Drop us a card to-day.

Kaplan, Samuelsohn & Co.
1620 CLARK STREET, MONTREAL



If interested, tear out this page and place with letters to be answered.

Tooke

ANNOUNCEMENT

Our new range of Shirts for Spring, 1919, is now ready. In spite of greatly increased difficulty in obtaining materials and in face of an ever rising market, we have assembled a line of rare attractiveness.

This result could only be achieved by the co-operation of our many friends in Great Britain and other centres, and they have nobly risen to the occasion.

A careful consideration of the line now in the hands of our Salesmen will be worth while.

Tooke Bros., Limited

Montreal Toronto Winnipeg Vancouver

If interested, tear out this page and place with letters to be answered.

TRADE MARK REG'D

New Era CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

IF you are inte.ested in a line of *CLOTHING*—which combines *dependability* with *Snap* at *Popular Prices,* we make that Line—in *Juveniles', Boys', High School, Young Men's* and Conservative Styles.

Our Representatives will call on the Trade shortly with a complete range of attractive Models and Fabrics for Spring, 1919.

It will be in your interest to see our Line.

The Freedman Co.

SOMMER BUILDING

41 Mayor Street : Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

and in Norway

"The Land of the Midnight Sun"

They Wear

Bull Terrier Suspenders

The sturdy and practical Norwegian with a desire for simplicity and maximum durability finds the "Bull Terrier Suspender" to fully meet his requirements—this line having a very large sale in Norway with Christiania as our disributing centre.

"Bull Terrier" is one of our old established trade-marked brands; an extra fine cross-back suspender in which the best quality twill and lisle webbing and special white calf skin leather ends are used. As its name indicates it is built for strength and service.

Dominion Suspender Products, Made-in-Canada, find a place for themselves in the world's markets through their adaptability to the tastes and requirements of various races located on all parts of the globe.

The Dominion Suspender Co., Limited

"Suspenders in which Quality has FIRST Consideration"

Niagara Falls, :-: Canada

Note: This is one of a series of advertisements showing views of countries in which Dominion Suspender Products are sold

"Art Kraft" Clothes

The Styles of the Good Dresser plus the Values of the Good Buyer

A clothing combination combining these two selling points will place yours sales on a higher plane of customer satisfaction and good profit

Which is the reason why

Art Kraft Clothes

should enter into your New Season's selling plans.

The line offers you the Style and the Value that spell successful selling.

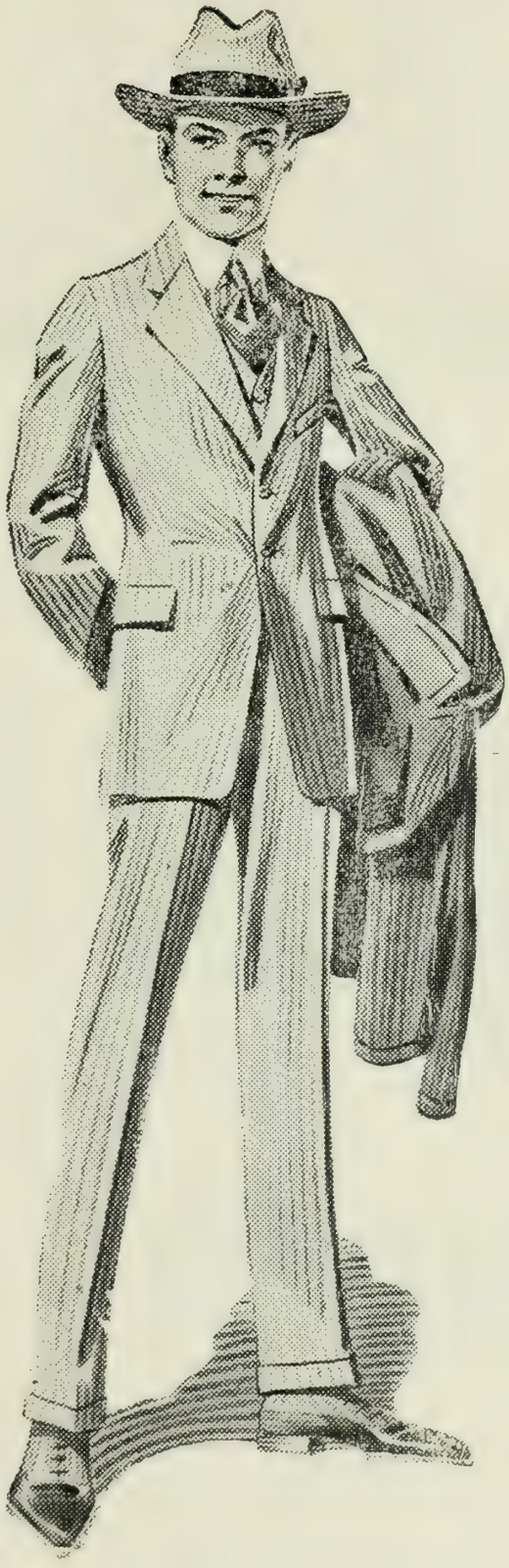
Look for the Art Kraft label.

Walter Blue & Co., Limited

Makers

SHERBROOKE, QUEBEC

If interested, tear out this page and place with letters to be answered.



Moderate Priced Clothes that measure up

Such is the Bachelor line to-day as always, the best value that money can buy.

Our Spring Range will include many neat fabrics and attractive styles, business makers for you and for us.

Be sure and see this line before you buy.

The Bachelor Clothing Co., Limited

Sherbrooke - Quebec

If interested, tear out this page and place with letters to be answered.

Place your order now with

Wolthausen

THIS will prevent the possibility of displeased customers, for Wolthausen hats are leaders in style and workmanship. This will ensure your having the hats when you need them for we have our requirements covered and are sure of our ability to deliver for Spring.

Talk your requirements over with our travellers, shortly going out.

The Wolthausen Hat Corporation Limited

BROCKVILLE, CANADA

MONTREAL
Mappin & Webb Building

TORONTO
28 Wellington Street West

If any advertisement interests you, tear it out now and place with letters to be answered.

MR. JOHN W. PECK, President of the Company, has recently returned from England, where he was successful in procuring an adequate supply of woollen cloths to meet all demands for the coming Spring season. The materials now being in stock, delivery is assured to you of any lines selected from the Peck samples.

A RANGE CAREFULLY SELECTED, wide in choice of style and material, and of the High Quality of Peck workmanship, both for Men and Boys, will be submitted for your inspection for the Spring season.

John W. Peck & Co., Limited

MONTREAL WINNIPEG VANCOUVER

If any advertisement interests you, tear it out now and place with letters to be answered.

Peck's

Our Cap Department

is a very busy place these days. We prepared for a big output, but liberal orders are keeping us more than hustling to supply the demand.

The New Spring range, including many original and pronounced patterns, as also a choice selection of staple designs, has met with high favor wherever shown.

PECK'S CAPS are generously cut, of dressy appearance, and noted for their superior linings, trimmings and first-class workmanship.

The EVERETT, one of many popular designs

John W. Peck & Co., Limited

MONTREAL WINNIPEG VANCOUVER

If interested, tear out this page and place with letters to be answered.

Peck's

Our Shirt Department

was never better equipped to take care of your wants than at present.

For Spring we are showing bigger ranges, both in Silk and Cotton materials, than ever before.

We have been particularly fortunate in our selections, and careful buying enables us to produce merchandise which if not cheaper than heretofore, is at least the very best value to be obtained anywhere.

Peck's Shirts have an enviable reputation for *Roominess, Smartness,* and *Quality.* "We have the goods," and await your commands.

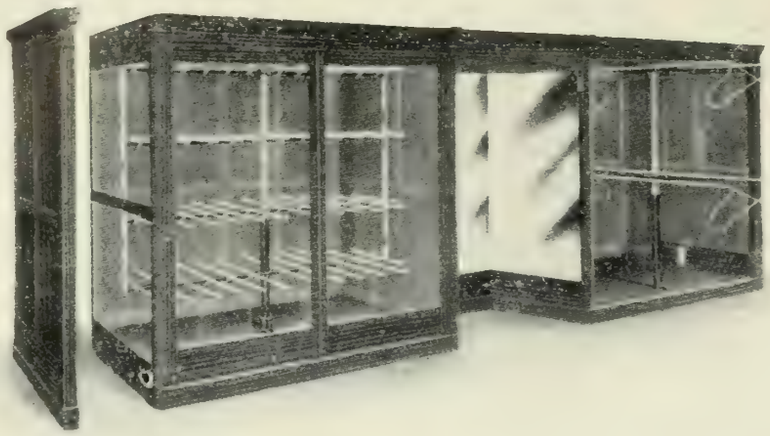
John W. Peck & Co., Limited

MONTREAL WINNIPEG VANCOUVER

If interested, tear out this page and place with letters to be answered.

J

THE NEW WAY STORE



THE NEW WAY WARDROBE

The New Way System of store fixtures is either the war time system or the victory time system.

Made in units and wardrobes to take care of every department, it increases efficiency in war time and takes care of increased business in peace time.

You cannot afford to be without it at any time, as it means conservation of man power, increased efficiency, reduced overhead and larger profits. All new stores are being equipped as New Way stores—see description of the new Chevrier store in this issue.

Let us explain the system

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

Compare Goodhue's Star Brand Overalls

Impartial comparison, Mr. Merchant, will conclusively prove that Star Brand Overalls are second to none in workmanship, fabric and all round value for money.

Star Brand Overalls are built for comfort and service and combine every quality calculated to please the wearer—

This being so why not plan on featuring Star Brand in your displays of working togs?

The handsome showcard illustrated here will be supplied you free and this together with the *consumer advertising now being run in "Farmers' Magazine"* will build up the demand for Star Brand and keep your stock moving rapidly.

"Prove all things, and hold fast to that which is good."

It will pay you to get in touch with the STAR BRAND traveller who covers your town, or write us to-day for samples and quotations.

The J. B. Goodhue Company, Ltd.

Rock Island, Que.

MONTREAL: 211 DRUMMOND BLDG. OTTAWA: 76 O'CONNOR ST.

For your Customers' sake handle

Towers' Waterproof Clothing

Long Coats, Slickers, Boys' Long Coats, Miner's Clothing, Hunting Frocks, Fishermen's Togs, Police Capes, etc., etc.

Increased outdoor activities have created an unusually brisk demand for waterproof clothes that *are* waterproof.

This is why you will find it good business to feature and display the waterproofs made by Tower Canadian, Ltd.

Every garment guaranteed to resist the wet and to give satisfaction.

Get your stock now in good time for the Fall demand.

Our boys at the front need them.

Complete Satisfaction for every man at every job.

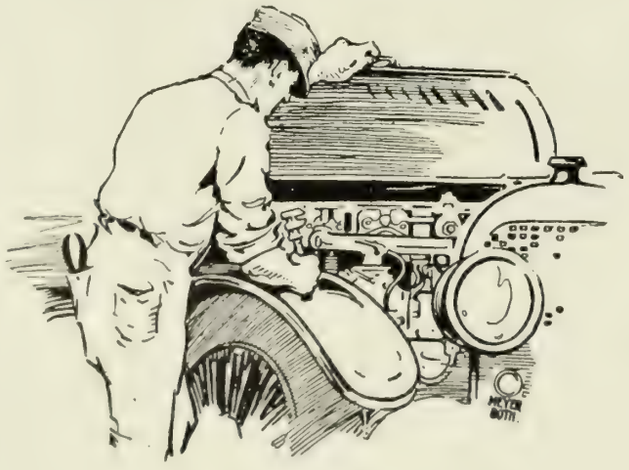
TOWER'S SHIELD BRAND

Tower Canadian

Limited

Toronto, Vancouver, Halifax

Write for catalogue and price list



Big Value and Fair Price —that's the Deacon Shirt

No wonder dealers find them quick selling and profitable.

This season's showing of Deacon models in Working and Fine Shirts is as comprehensive an assortment as we have ever assembled.

Every shirt is made up to the Deacon standard of workmanship—a standard that has always guaranteed satisfied customers.

Long experience in the making of Fine Shirts and Working Shirts, Pyjamas, etc., enable us to offer you values not obtainable elsewhere. Would you like to look over the Deacon lines before stocking up?

OFFICERS' SHIRTS

We have stocks in popular shades, cream, champagne, or khaki, and in Soisettes, flannels and Viyella taffeta.

The Deacon Shirt Company

Belleville, Ontario

If interested, tear out this page and place with letters to be answered.

Scotch Knit Gloves

WE have taken steps to increase our production, and are glad to announce that we will be able to look after a certain number of sorting orders.

WE wish to firmly establish our ability to produce thoroughly satisfactory Scotch Knit Gloves, and suggest that you send for sample dozen.

THESE gloves, and all our other lines, we guarantee. We stand behind the "Avon" brand. Any suggestion for further improvement we would be glad to receive.

The Avon Hosiery Co.

Stratford, Ontario

If interested, tear out this page and place with letters to be answered.

TURNBULL'S UNDERWEAR

has earned a reputation for quality second to none.

For over 59 years Turnbull's have been making good knitted underwear in Canada, and underwear exclusively.

Messrs. Turnbull came from the Old Country with the knowledge of how to make good underwear bred in them. As their business grew they brought out more workers from the Old Country from time to time, thus they have always kept their production up to the highest standard, every garment being made with that thoroughness and care for which Old Country workers are famous.

Please your customers and sell them *some* brand of *Turnbull's Underwear.*

Made only by

The C. Turnbull Co. of Galt, Limited

GALT, ONTARIO

3 TRADE MARKS

CEETEE

LOOK FOR THE SHEEP

The purewool underclothing that will not shrink.

Splendid quality plain knitted and special closed crotch.

Ribbed underwear very popular with ladies and children—very elastic.

Delfosse & Co.

MAKE BUYERS OUT OF PASSERS-BY

Our attractive Display Fixtures, Forms, etc., which are illustrated in our Supplement Catalogue, have been enthusiastically received by the Better Class of Stores.

If you have not our catalogue and latest supplement, please write for them.

DELFOSSE & CO.

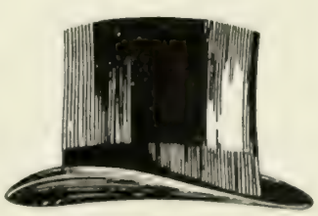
Sole manufacturers of Wax Figures, Bust Forms and Display Fixtures in Eastern Canada.

Cor. Craig and Hermine Streets

MONTREAL

Let us fill that next order of

SILK HATS



We can fill it promptly and with satisfaction. We have the facilities for doing so—ours is the largest and best equipped hat factory in Canada. Let the Silk Hats that are the Standard of Style and Quality

We are specialists in Ladies' Silk French Plush Hats.

GEO. PROVENCHER

1668 ELIZABETH ST MONTREAL

Established 1891

A Popular Juvenile Line

Lion Brand Bloomers

A good-wearing, good-looking line of Boys' Bloomers that are always a big factor in building up juvenile trade.

We have a complete assortment from which to select your stock.

Let us show them to you.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

King Tiger

Police and Firemen's Braces

The biggest 75c. worth of Police Suspender Value on the Canadian market.

Guaranteed Unbreakable

Heavy cushion back web, solid army leather trimmings, steel reinforced hook.

Place Your Orders Now

The King Suspender & Neckwear Co.

Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

KITCHEN'S "RAILROAD SIGNAL" SHIRTS

Here's a tip
They Never Rip

SOMETHING NEW—that will please the workingman

WORKING SHIRTS (*Union Made*)
IN COAT STYLE

Samples sent at your request. Manufactured by

The Kitchen Overall & Shirt Co., Limited, - Brantford, Canada

If interested, tear out this page and place with letters to be answered.

RAILROAD
SIGNAL
"Best in the long run"
GIVE YOUR CUSTOMERS
"The Right of Way to Comfort"
by supplying them with
KITCHEN'S
"Railroad Signal"
OVERALLS
(UNION MADE)
Manufactured by
The Kitchen Overall & Shirt Co., Limited
Brantford, Canada

With

True-Fit Dependable Double Texture WATERPROOF COATS

for Spring 1919 and Immediate Delivery

TRUE-FIT BRAND WATERPROOF. TRADE MARK REGISTERED TRUE FIT SW&Co GUARANTEED TO STAND ALL CLIMATES

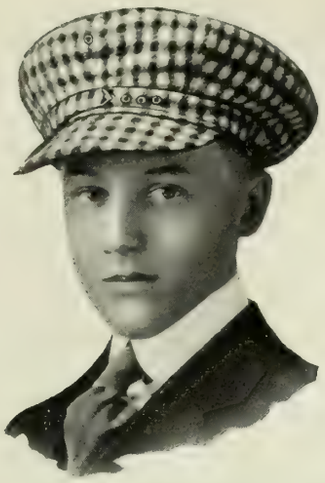
And these coats *are* waterproof. The True-Fit Brand (shown here) is your guarantee that in handing your customer a waterproof bearing this label, you are handing him a coat that will satisfy —the best all-round weatherproof coat on the market.

See this fine range before you decide. Remember we can guarantee delivery.

We are sole agents for Canada for the AQUATITE BRAND Gentlemen's Yarn-proof Coats

Samuel Wener and Co., Limited

SOMMER BUILDING ∴ ∴ MONTREAL



Cap worn up in front showing Band for adjusting to six different sizes.

Pat. applied for Canada and U. S. A.

The Cap that fits every head!

Why cumber your shelves with an unwieldy stock when a small supply of "Fit-U" Caps will enable you to eliminate the bothersome detail in sizes and make possible the fitting of every normal head from a smaller stock—with a minimum investment of Capital?

Here are a few of the special features of the

"FIT-U" CAP

1 Easily adjustable to fit any normal head.
2 Fits comfortably without tension or binding.
3 No elastic to give out.
4 Eliminates usual detail re sizes.
5 No odd sizes left over.
6 Made in all styles.

Look for the Tip-Top man, or write us direct.

Tip-Top Cap Company, London, Can.

The Underwear that satisfies

Comfort, Value and Serviceability distinguish every suit of MAPLE LEAF BRAND and DR. NEFF'S SANITARY UNDERWEAR.

Have your wholesaler send you a stock of these two sellers. Look for this trade-mark on every suit. It's a guarantee of good sales and good profits.

Thos. Waterhouse & Co., Limited

INGERSOLL, ONT.

If interested, tear out this page and place with letters to be answered.

His Majesty George V.

MONARCH HATS

A line that embraces the most reliable quality of Hats obtainable.

ALSO

ALLIANCE HATS

A Good Hat at a Popular Price

Felt Hats
Straw Hats

Our salesmen are now showing new samples for Spring, 1919. You will find it profitable to inspect our values.

L. Gnaedinger, Son & Co.

90, 92, 94 St. Peter Street - MONTREAL

Established 1852

FOR THE MILLIONAIRE

Made in Canada

"Everyman's" TRADE MFD BY DAVIS BROS MARK

For Canadians

FOR THE MILLION

—that's the brand of trouser excellence

The values in the new assortment of **Everyman's** are only equalled by its wide range of high-grade fabrics.

Here you have Fancy Striped Worsteds, Serges, Tweeds, Corduroys, etc., styled in a way that will command the attention and approval of **"the millionaire or the million."**

See these before you order that new trouser stock. Ask for samples and prices.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

ARROW PAD GARTER

THE BEST GARTER MADE

No metal parts to touch the skin. Every pair guaranteed.

ARROW ARMBANDS,
LEATHER BELTS,
ELASTIC BELTS, etc.

Prices remarkably low considering the advancing cost of everything.

NEW FALL GOODS now ready, just the thing to brighten up this Department.

Ask your jobber for Arrow Garters.

Arrow Garter Mfg. Co.

489 St. Paul St. W. MONTREAL

If interested, tear out this page and place with letters to be answered.

None better-

None quite so good

We've caught the Style Spirit of the day in these Clothes for Boys

All the tailoring craft acquired through years of specialization in the making of *better* clothes for Boys is admirably expressed in our present showing of

AVENUE BRAND

the line of Style, Quality and Value

Showing such an attractive assortment in this season's displays will assure you worth while things in your Boys' Department. You need the best to get and hold this profitable trade—a trade that's doubly important now because of the boy's increased earning and spending powers.

See AVENUE BRAND values before deciding anyway. Our representatives now on road with Spring samples.

The W. J. Keens Co., Limited

Successors to C. M. Gilchrist & Co.

185 Spadina Ave., Toronto

If interested, tear out this page and place with letters to be answered.

FIT REFORM Fit-Reform

THE DADDY HAS A SON

So many of our customers and friends have asked us why we do not make youths' as well as men's clothing.

"If you can make youths' clothing as well as you can make it for men," they tell us, "we feel sure we can sell it for you with satisfaction, success and profit for us both." So we have at length yielded to their desires and will include in our Spring range as excellent a line of

Clothing for the Young Men of the "first-long-pants age"

as it has ever been your pleasure to inspect.

Fit Reform Youths' Clothing will be a worthy son of a worthy daddy and will embrace all the desirable features and exclude all the undesirable ones that has laid the solid and successful foundation of our men's clothing business in many past years.

Fit-Reform

E. A. Small Company
LIMITED

112 Beaver Hall Hill, Montreal

We are open to make appointments in in towns where we are not now represented

If interested, tear out this page and place with letters to be answered.

FIT REFORM Fit-Reform

The Daddy of 'Em All

DADDY of the men tailored garments for men.

DADDY of the trade-mark on each garment.

DADDY of the price label in the pocket.

DADDY of the special made-to-measure service.

For over a quarter of a century FIT REFORM has continued to occupy the same enviable position. Each year growing in prestige with the men who appreciate High Class Clothing.

Many representative and successful retailers throughout Canada, during these years, have bought a greater percentage of FIT REFORM GARMENTS with a full realization of their intrinsic value.

Fit-Reform

E. A. SMALL COMPANY, LIMITED

112 BEAVER HALL HILL -:- -:- MONTREAL

If interested, tear out this page and place with letters to be answered.

NOW READY

Neckwear Novelties

for

Fall and Christmas Trade

Our New Line of Neckwear for the *Fall and Christmas trade* will be in the hands of our salesmen during August.

We are presenting a large and attractive range of *Swiss and American Silks* comprising *many new and striking designs and tasteful colorings.*

This may be the last opportunity for getting such a rare choice for *Swiss Silks are almost off the market.*

Prices from $5.50 up to $21.00 and *every line offering real value.*

WE BESPEAK AN EARLY INSPECTION

VAN ALLEN COMPANY LIMITED

HAMILTON, ONTARIO

Sample Rooms:

TORONTO WINNIPEG VANCOUVER CALGARY QUEBEC ST. JOHN, N.B. HALIFAX

MONTREAL, 153 Notre Dame Street W.

If interested, tear out this page and place with letters to be answered.

Star Brand Shirts

A Spring Range of *Rare Beauty and Excellence.*

Combining a large variety of new and interesting Patterns in *latest Stripes and Colorings both in Popular Silk* and *Cotton Materials.*

Every shirt carrying the *STAR BRAND* carries also our unequivocal guarantee.

Salesmen will be out in September with latest samples.

Be sure to see them.

VAN ALLAN CO., LIMITED

HAMILTON - ONTARIO

Sample Rooms:

TORONTO, WINNIPEG, VANCOUVER, CALGARY, QUEBEC, ST. JOHN, N.B. HALIFAX

MONTREAL - 153 Notre Dame Ave. W.

If interested, tear out this page and place with letters to be answered.

"SPERO" TAILORS' LININGS

Stamped "SPERO" MAKE on selvedge

BRANDED

"SPERO" MAKE — QUOD SPERO ERO

SUPER-STANDARDISED QUALITY
IN COTTON GOODS
"THE BEST IN THE WORLD"

That is all you want to know
about Linings for the Tailoring Trade

GUARANTEED

RELIABLE

AND

DURABLE

Prove it yourself—ask for patterns—
we solicit comparison

RICHARD HAWORTH AND COMPANY LIMITED
MANCHESTER, ENGLAND

COTTON IMPORTERS, SPINNERS, DOUBLERS, MANUFACTURERS, RAISERS, FINISHERS AND SHIPPERS

If interested, tear out this page and place with letters to be answered.

GLOVES

for FALL :-: *for SPRING*

Our travellers are now paying their semi-annual visits to the trade. Their samples include all the latest novelties as well as staple styles in Capes, Suedes, Mochas and Bucks.

Let them show you the range.

The tested superiority of ACME GLOVES, when linked with the dependability of ACME SERVICE, constitute a success-making force that will assure your glove department good, steady profits.

ACME GLOVE WORKS, LIMITED

MONTREAL

Style No. 7466

Men's tan Cape Gauntlet Glove; strap on front of wrist with patent adjustable fastner; soft leather cuff lined in tan suede; glove lining of pure wool heavy white fleece.

If interested, tear out this page and place with letters to be answered.

No Wonder Why!—

"THE BEATEN PATH LEADS TO RACINES"

By specializing in general and fancy furnishings for men and boys and by always maintaining a high standard of quality and service the House of Alphonse Racine, Limited, is to-day the "Mecca" of dealers who seek sound workmanship, value and style at prices that keep the register ringing.

In our factories—clean, airy and splendidly equipped—we manufacture—

"RACINE" Working Shirts.
"HERO" Fine Shirts.
"STRAND" (Chemise de Luxe) Shirts

"LIFESAVER" Overalls.
"SAMSON" Pants.
"RECORD" Sox

Let us send you, carriage prepaid, a set of samples—say twelve in all. After looking them over you will understand why *"The Beaten Path Leads to Racines."*

Alphonse Racine, Limited

Everything in Men's Furnishings

60-82 ST. PAUL ST. W. MONTREAL

Factories: Beaubien St., Montreal; St. Denis St. Hyacinthe.
Sample Rooms: Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S.; Toronto, 123 Bay St.

If interested, tear out this page and place with letters to be answered.

Atlantic
the Underwear that Nine out of Ten Men want

There's a record back of every suit of underwear carrying the Atlantic trademark — a record of active selling and absolute customer satisfaction.

Sell a man a suit of Atlantic just once and you're sure of his underwear custom thereafter.

And no wonder — when you think of the many superiority features of the Atlantic line.

Unshrinkable wool, neat appearance, correct fit and comfortable "feel." That's why Atlantic Underwear is such a sales puller.

Stock the line that will boost your sales of underwear—Atlantic.

Atlantic Underwear, Limited
MONCTON, N.B.

If interested, tear out this page and place with letters to be answered.

ZIMMERKNIT

War orders must have preference

We wish to do everything in our power to meet the requirements of our customers. The future of our business demands that we retain our connection with the trade, by maintaining both the standard of our goods and our reputation for prompt delivery and efficient service.

But the war comes first. Government orders are something more than orders in the general meaning of the word. They are demands, and every worthy citizen will obey them without question or quibble. Only a small portion of our output will be available for domestic business, and we ask our customers, in their own interests, as well as those of the Government, to place their orders for 1919 at the earliest possible moment. We will thus be able to adapt ourselves to the conditions, as far as possible, and do everything in our power to meet the requirements of the Canadian trade.

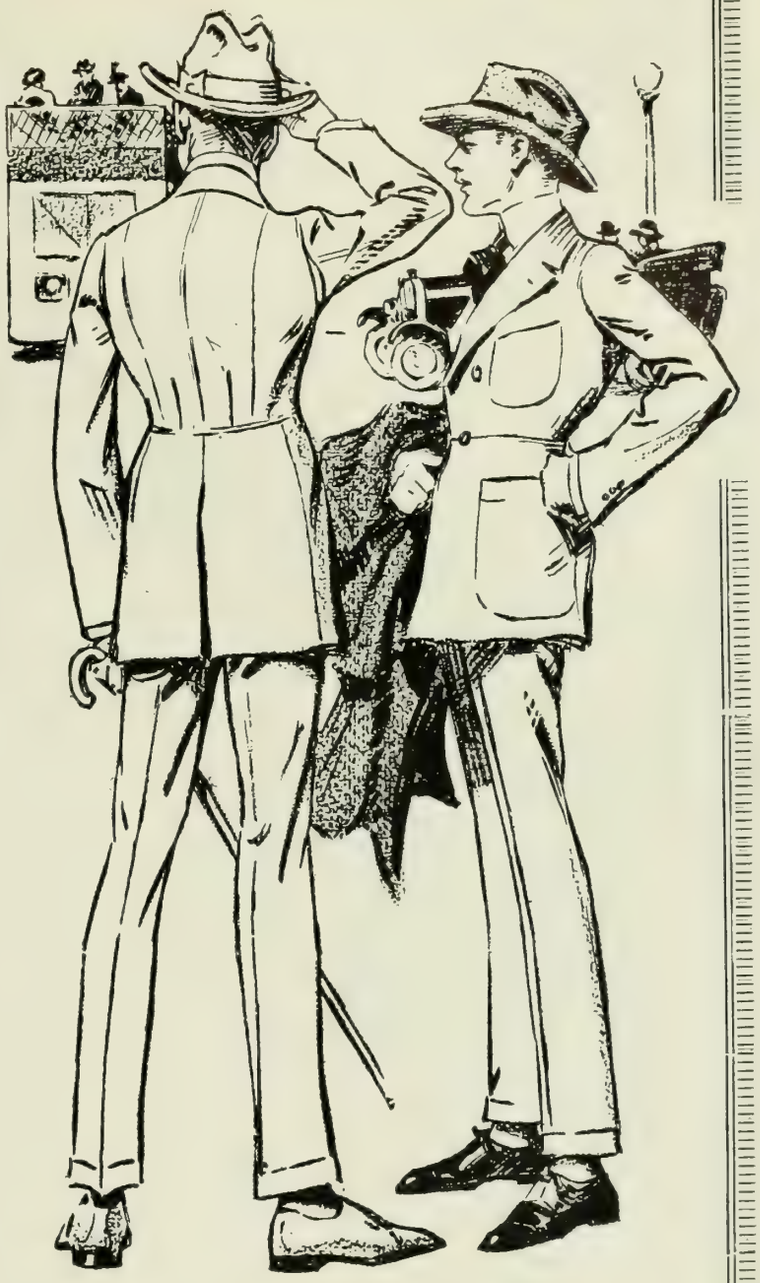
Will you kindly place orders with your wholesaler without delay.

Zimmerman Manufacturing Co., Limited

HAMILTON, CANADA

If interested, tear out this page and place with letters to be answered.

"Style Clothes"



Your Customers will like the Dignified Correctness of the new "Style Clothes" creations

For the young fellow whose tastes verge upon the extreme, as well as for the older men with more conservative ideas, Style Clothes offer every possible inducement in the way of Correct Style and Good Money Value.

"Style Clothes"

That is the new label—the mark of high-class, well-tailored garments that are made up to a standard of value beyond which there is nothing better.

Don't stock up before you see what we've got. See us if in Montreal, or write to-day and we'll arrange for our man to call upon you with a complete line.

The

Wearbest Clothing Manufacturing Company

Makers of Stylish Clothes for Men and Younger Men

149 NOTRE DAME STREET W., MONTREAL

If interested, tear out this page and place with letters to be answered.

Hat Deliveries Guaranteed!

Are you wondering about your Spring hat needs?

No need to worry. We have covered our requirements, and can *guarantee delivery* of all orders placed for Fall sorting and Spring placing.

You make sure of your stock — the right hats, in the right shades, at the right price — by ordering from us. We counsel covering your needs at once.

Our Travellers Now on the Road

with a complete range of Fur, Felt Hats, Panamas, Toyos, Sennits and Boaters.

Our line of caps are without exception the snappiest styles ever offered to the Canadian trade.

We want you to save money and you can do so by spending a few minutes with our traveller when he calls upon you.

Fried, Grills Hat Co.

Limited

GUELPH - ONTARIO

Manufacturers of Fur, Felt, Straw and Panama Hats.

SALES ROOMS

313 McKinnon Bldg. TORONTO

308 Mappin & Webb Bldg. MONTREAL

A Fried Hat means a guarantee of Style and Quality

The Latest Out

A novelty worth stocking. Double case with two celluloid fronts.

FOR TWO PHOTOGRAPHS

Very useful for mailing photographs overseas. Useful to place on one's mantleshelf. When folded, can be conveniently carried in one's pocket. Just the thing for passports and other documents.

These cases are strong and serviceable. When opened are 6¼ inches wide and 4⅝ inches long. Each side is the exact size of a registration certificate.

Price to the trade:—$24.00 per gross.

Two display cards sent with each shipment.

THE DAVIS NOVELTY COMPANY

Wholesale Leather Goods and Novelties

Billfolds a Specialty

212-214 MAPPIN BLDG., MONTREAL

Uptown 398

Here's a list of lines we have in stock at prices less than quotations for next season

Porous Knit Union Suits short sleeves and long legs. or short sleeves and trunks	$12.50
White Nainsook as B.V.D. Union Suits	10.50
Bathing Suits one-piece with skirt grey trim white	12.50
Fine Lisle Socks, black and white	4.00
Silk Socks, black and white	6.00
Grey Ribbed Wool Half-hose	6.50

We are Dominion agents for YOUNG & ROCHESTER, manufacturers of Shirts, Neckwear, Dressing Gowns, Flannel Trousers, Factories, London and Londonderry.

TRESS & CO., London and Luton, manufacturers high-class Hats, Sport Caps, Straws, Service Caps and Helmets.

Attractive Military Lines

Caps for C.E.F., R.A.F., and U.S. Army Officers and Cadets.

We carry complete lines: Trench Coats, Haversacks, Puttees, Aviation Helmets, Spurs, Crops and Whips.

"Soldier's Friend" and other polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Slickers, Caps and Khaki Socks.

English Leather Leggings, Sam Brown Belts, Badges for all ranks.

Wreyford & Company

Wholesale Men's Furnishers and Mfrs.' Agents. Military Outfitters

85 King Street West Toronto, Canada

If interested, tear out this page and place with letters to be answered.

Gifts he'll surely appreciate—

BENTRO-KNIT SWEATERS AND MUFFLERS

Just fancy how welcome a warm comfortable muffler, or a well made snug-fitting sweater would be to the man "Over There" or his comrade in camp.

What better gift can you suggest to the friends of the boy in khaki than one of the new Bentro-Knit Sweaters or a Bentro-Knit Muffler?

Bentro-Knit Sweater Coats are made for comfort and service. In wool and half cotton with full length sleeves.

Order a stock of Bentro-Knit lines now and get delivery in good time. Feature them in your Fall and Winter displays and suggest them as the ideal gifts for the soldier lads.

The Williams-Trow Knitting Co., Limited

Stratford, Ont.

If interested, tear out this page and place with letters to be answered.

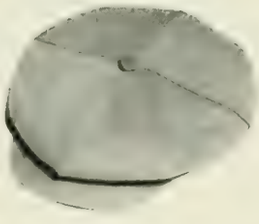
A Good Move

When selecting your 1919 Panamas, Toyos, Leghorns, Bangkok or Balibuntals it is a wise thing to buy hats you can sell.

Highest qualities obtainable.
No hydraulic machines.
Proper trimmings.
Serviceable and stylish.
Made in the highest class Panama hat factory in Canada.

NIAGARA PANAMA AND STRAW HAT CO.

NIAGARA FALLS, CANADA



New covert cloth cap, made in fawn color with piped seams—one of the lines for Spring.

Motor Caps

This and many other winners are in our range for Spring. You should see them.

If our traveller doesn't call, drop us a line and we will submit samples.

Remember the Boston quality and the Boston price are just a little better than any other choices.

Stock of Fall lines for immediate delivery.

THE BOSTON CAP CO.

Kellert's Building, 338 St. Urbain St.
MONTREAL, QUEBEC

Give Life to Your Windows with Dale's Life-Like Forms

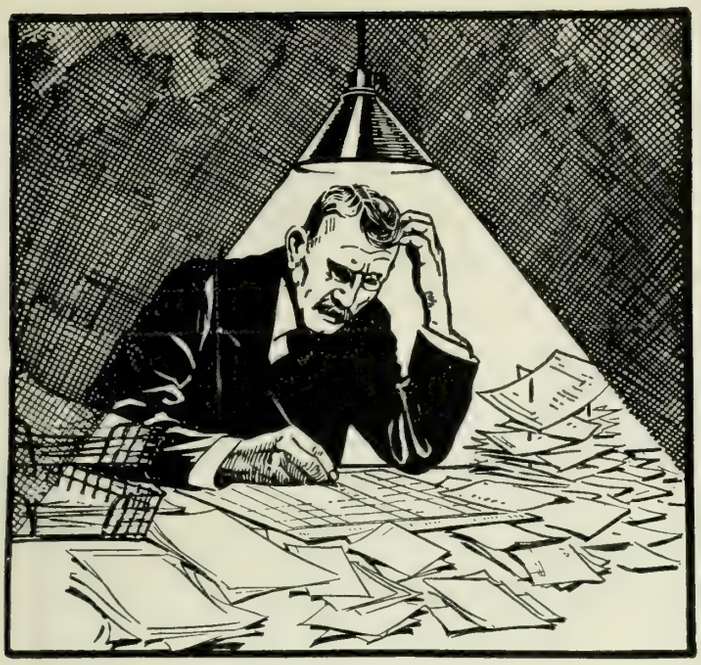
The Dale hosiery form will help you bring out that new line of ladies' hosiery you are carrying.

Our other forms and fixtures will enable better trims of all your other lines.

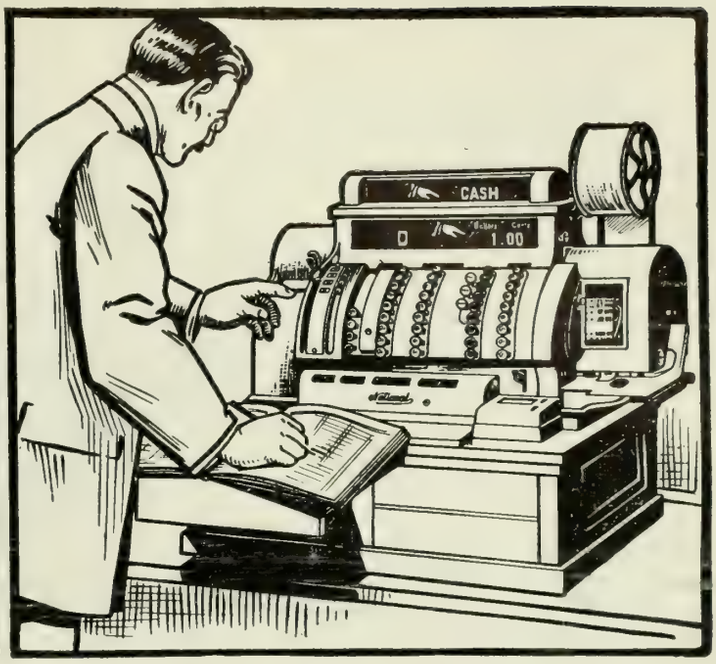
Let us know your Fall wants early.

DALE WAX FIGURE CO., Limited
109 King Street East, Toronto
Montreal Office:
J. Bogat, 142 Bleury Street
Everything for the better display of merchandise

If interested, tear out this page and place with letters to be answered.



The old way



The new way

A man should not do the work a machine will do for him

A merchant, with all his troubles, should never do the work that a machine does better and quicker.

Our newest model National Cash Register makes the records which a merchant needs to control his business. It does fifteen necessary things in three seconds.

Without the register a man cannot do these things in half an hour.

With the register, even a new clerk can do them just by pressing the keys.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks. It pays for itself out of what it saves.

Merchants need National Cash Registers now more than ever before

Fill out this coupon and mail to-day

Dept. C6, The National Cash Register Company of Canada, Limited, Toronto, Ont.

Please give full particulars about the up-to-date N.C.R. System for my kind of business.

Name.....

Business.....

Address.....

Supreme In Style and Quality

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

The Monarch-Knit Spring Range

For your Hosiery Department be sure to place a liberal order for

Monarch-Knit Hosiery

Our travellers will show you the complete range of Silk, Lisle, Mercerized, Cotton and Cashmere Hosiery for Men, Women and Children.

Silk Sweater Coats for Women
Woollen Sweater Coats for Women and Children

Also an extensive showing of

Bathing Suits

for Men, Women and Children, and

Jerseys for Men and Boys

Cash in on the great revival of Hand Knitting by carrying a full range of the popular hand-knitting yarns

"Monarch Floss" and "Monarch Down"

Our travellers are on the way, but if you need knitting wools urgently, write us for shade card and price list.

The Monarch Knitting Company, Ltd.

DUNNVILLE -:- ONTARIO

Factories at Dunnville, St. Thomas and St. Catharines, Ontario, and Buffalo, N.Y.

If interested, tear out this page and place with letters to be answered.

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8 TORONTO, SEPTEMBER, 1918 No. 9

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*

A. B. Caswell, *Montreal Representative.* C. W. Byers, *Western Representative.*

CHIEF OFFICES.

CANADA—Montreal, Southam Building, 28 Bleury Street, Telephone 1004; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 1207 Union Trust Building, Telephone Main 3449.

GREAT BRITAIN—LONDON, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y.; Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States $2.50 a year; other countries, $3.00 a year; Single Copies, 20 cents. Invariably in advance.

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Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VIII. TORONTO, SEPTEMBER, 1918 No. 9

MILLION YARDS OVERCOATING WANTED BY GOVERNMENT

This Huge Order Will Further Complicate Situation — To End of Preventing Unnecessary Scarcity Clothing Manufacturers Confer With War Purchasing Board— Suggestions Made and Adopted Here Outlined

AS the weeks go by the seriousness of the clothing situation becomes more and more apparent. There is this cheering feature about the situation, however; the facts are known: there is no need to wait in the dark, peering out in an effort to see what is coming. What is coming—or may come—is quite clear, and consequently steps to relieve the situation as much as possible can be, and are being, taken.

On August 14th, representatives of the clothing manufacturers again met with the War Purchasing Board at Ottawa, when the question of so conducting affairs that the Canadian Government will be able to secure the cloth which is needed for uniforms without upsetting unnecessarily the clothing trade was further considered. Some gratifying results of this conference may be here recorded—yet it must be born in mind that the situation is still serious in the extreme—the cheering feature is that things will not be more serious than is necessary. It appears that no bungling, which would increase the scarcity of cloth, is to go unchecked.

HUGE ORDER COMING

As was reported in the last issue of MEN'S WEAR REVIEW, there is certain to be a scarcity of overcoatings for Spring and Winter, 1919. Since that report was written the word has come to the Canadian clothing manufacturers that orders for 1,000,000 yards of overcoatings are about to be placed by the War Purchasing Board. The cloth simply has to be secured, it appears, in order to look after the uniforming of the Canadian soldiers.

An order for 1,000,000 yards of overcoating, coming on top of the orders for some 500,000 yards recently placed, is an exceedingly serious thing. It was expected that the Canadian mills would be able to clean up on their government orders about the end of January, and would be then able to plunge into the work of turning out overcoatings for the Canadian civilian trade. This would have meant a reasonable quantity of overcoatings being secured by the Canadian manufacturers for their Fall, 1919, range—not all they required to make sure of satisfying the needs of the retail trade, yet a fairly substantial quantity. But now comes the knowledge that orders for one million more yards of overcoatings are to be placed with Canadian mills. That, unless some arrangement re deliveries might be made, would mean in effect the tying up of Canadian mills to the production of overcoatings for the government, not until the end of January, 1919, but until at least the end of June, 1919. In such an event there would be literally a famine in overcoats during the Fall of 1919, and the Winter of 1919-20, for supplies on hand are in no way adequate to enable manufacturers of clothing to produce overcoats without securing overcoatings from the Canadian mills.

This was the knowledge which the Canadian clothing manufacturers had when they arranged a meeting with the War Purchasing Board at Ottawa.

LET BY-GONES BE BY-GONES

The great question, of course, was to find relief. No use telling the War Board that the overcoatings they had already ordered, and were on the point of ordering, were not needed. It might have been said, perhaps, that had the cloth formerly held by the government not been sold to the United States government there would not be the present government need. However, there is not a great deal to be gained by bringing up the mistakes of the past. Moreover, had Russia held firm, that action of the government might have proved very wise.

The committee of manufacturers knew the need of the government for military overcoatings, and recognized this in submitting its claims, but it did suggest that the needs of the government might be met with a smaller upsetting of the civilian trade if some such regulations as the following were observed:—

THE PROPOSALS

1. That the needs of the Canadian government for military purposes come first, but that next to these

needs come those of the Canadian civilian trade. In other words, that the Canadian cloth makers should be expected to look after the filling of orders placed by the Canadian clothing manufacturers before they fill any orders for the United States government.

2. That the War Purchasing Board should purchase what it needs, but should call for delivery only as the overcoating is needed—that is, that the War Purchasing Board should not have the Canadian mills rush through the government orders to the end of building up a big reserve of cloth for the government, but should allow the mills to spread the delivery of the military cloths ordered over a number of months.

3. That certain mills, notably those making such goods as Mackinaws and blankets, by slight readjustments of their looms produce certain of the coarser overcoatings, and that such a readjustment would do much to relieve the difficult situation which is now threatening the clothing trade—especially in as far as overcoatings are concerned—with something approaching a famine.

SUGGESTIONS ACTED UPON

These points were carefully considered by the War Board, and by the cloth manufacturers, and were generally agreed to. There was a certain hesitancy in admitting that much Canadian cloth had been going across the line to the United States government, but the rule was laid down that first come the Canadian government needs—then the needs of the Canadian civilian trade. Those who know best feel that this is a big point, stating that large orders for cloth have been placed here by the United States government, and that the filling of these orders is quite largely responsible for the present shortage of cloths in Canada.

That the War Purchasing Board should spread deliveries of its orders over as long a period as possible was considered a move which is both practicable and fair. This is to be done, and while just the manner in which deliveries will be called for can not be outlined at the moment, the expectation is that they will be made over some seven or eight months, which will enable the mills to take care of a good deal of civilian business the while they are filling these government orders.

MORAL COMMANDEERING

The clothing manufacturers' argument that certain mills not now making overcoatings could turn their looms to this purpose also appealed to the War Purchasing Board. A good deal of discussion took place on this point, and the decision was that everything possible to this end will be done. There is not to be any commandeering of mills to work on overcoatings. There is, however, a feeling that the cloth must be produced. It becomes almost moral commandeering.

As said earlier the situation is serious. In view of the steps being taken to bring relief, however, it does appear that cloth, both for suitings and overcoatings, will be available in sufficient quantities. There will be little in the way of new patterns; prices will be high; but at least a reasonable amount of cloth seems sure to be obtained.

Big Yarn Order for Red Cross; Will Complicate Knit Goods Situation

A HUGE order for yarns, about to be placed by the War Purchasing Board for the use of the Canadian Red Cross, seems certain to further complicate the knit goods situation. It has not as yet become generally known, but the Government is to order some 600,000 pounds of yarns—this in addition to the 50,000 pounds upon which the Canadian mills have been working. The new order, it is understood, is to be for 10 count.

MEANS DELAYS

Such a large order, of course, is going to mean the mills will get further behind in the filling of orders placed by the Canadian knit goods houses. Only recently one of the Canadian manufacturers called up the mill with which he had his yarns ordered. In reply to his urgent request for prompt delivery he was advised that he was lucky to get the yarns as fast as he was—that the present order of the Government was tying the mill up, and that the future order would almost swamp them.

ACTION IS NECESSARY

This seems a case where some such action as that being taken by the clothing manufacturers is needed. The Government's purchase of this 600,000 pounds of yarn for the Red Cross is, of course, for re-selling to workers of the Red Cross for the making of socks, mufflers, etc. While the amount of yarn needed is probably being correctly estimated at 600,000 pounds, it is certain all this will not be required at once—that the deliveries, as is to be the case with the big order for overcoatings about to be placed, might be spread over a number of months. If this were done the mills would be in a much better position to look after the requirements of the Canadian knit goods manufacturers.

POINT TO BE CONSIDERED

It is being urged that 10 count yarns are not really needed for the Red Cross—that a coarser yarn would do just as well and would interfere less with the supplies of manufacturers. This point too, might well be gone into.

FROM LOG CABIN TO DISTINCTIVE AND MODERN STORE

Chevrier's Blue Store, in Winnipeg, Has Most Interesting History — First Traded With the Indians—Now With the Descendants of the Pioneers Who Slowly Drove Out the Indians

"THE store where grandfather traded."

This is the slogan used by Chevrier's store in Winnipeg. Well it may be used, too, for despite the fine new store at 452 Main street—erected following the recent disastrous fire—Chevrier's, father and sons, have been handling men's wear lines in Winnipeg since 1872, when Winnipeg, it may well be imagined, was a very different place from the stirring, prosperous, delightfully clean and airy city of to-day. There was, undoubtedly, lots of air in those early days—lots of stir, too, at times, but it was the stir of a land of pioneers. It was a place in which business would have to be done on a slow turnover and rather big profits.

Yet, there are some things to be learned from the experience of this store in those early days; there are some most interesting facts to bring out too, so it will be well to outline what is practically a history of this business before proceeding to describe the fine new store, opened during the past month.

Why Called "The Blue Store"

The Blue Store, Chevrier's is called. With the exception of the old timers

Mr. Horace Chevrier

very few persons living in Winnipeg know the reason why. In the early days many persons living in Western Canada had very little if any education and there were no ways of advertising. The only method that was left for the business man was to have some attractive name for his store. Among these names in Winnipeg were the Blue Store, the Golden Shear, the Golden Lion, the Green Ball, the Buffalo Store and other odd and attractive names. All these other stores have retired from business or have been purchased by the Blue Store, but it still remains in business with the same old name.

The late Senator Noah Chevrier, founder of the business.

From a log cabin to a splendid modern store is a long journey. In the case of the Blue Store it was made during 25 years—strenuous years enough; years which saw Indians coming with their furs and going with the goods for which these were exchanged; years which saw the white man come more and more and the red man less and less; years which saw the buffalo first a pest—then an animal highly prized; years which have seen booms come, rise and recede; and all the time the late Hon. Noah Chevrier, and more recently his sons, Horace and Eudore, have been building up the Blue Store.

Then and Now

In the '70s there was only one period of the year at which goods could be brought into the country and at that time huge quantities of clothing would be stored in warehouses for the coming closed season.

Noah Chevrier's first store was located on Main street about a stone's throw from where the present structure now stands and was confined to a small log building. As city grew the Blue Store grew likewise, until the present ti- when the Blue Store ranks amongst the largest and best equipped clothing stores in the city. When the first Blue Store was erected it faced upon a muddy prairie trail. Then an occasional ox-cart would pass, or a squeaking Red River waggon. Now that trail is a beautifully paved street—Main Street—a street the envy of many cities—a street so wide that automobiles may safely pass on the devil's strip.

Among the First to Advertise

Since the earliest days the Blue Store has been a leader. It was one of the first firms in the city to use advertising space. A huge oil light used to illuminate the store front—crude as this front was compared to the new. Next came gas, and of late, of course, electric light.

Belief in the Future

The firm of Chevrier's believe that a new era is in sight for the cities of the West on account of the high freight tariff. New industries will loom up in the West, they say, which will mean that many will come to the city for the purpose of becoming engaged in the business of manufacturing. These persons will build homes and the city will have a good healthy and steady growth.

The same characteristic faith in Winnipeg which urged Noah Chevrier on

Mr. Eudore Chevrier one of the proprietors

has stimulated his sons, Horace and Eudore, now at the head of the concern, to model and rebuild the Blue Store into one of the most attractive buildings and compact business establishments in the city.

Part of the furnishing section in the new Chevrier store, Winnipeg.

On the ground floor are the furnishing and clothing departments, separated by a row of pillars which run down the centre of the store. On the left is the clothing, and on the right the furnishings. At the rear, to the right, a passageway leads to the office, where you will find the two Chevrier brothers. Their offices are well lighted; the equipment is up-to-date in every way, and there is telephone communication to all branches of the store.

Hats and Caps Separate

At the rear, just at the left, a passage way leads to a room about 20 feet by 20 feet, and very high. This is the hat and cap department, and one of the neatest in the whole of Canada. It is much smaller than some hat departments in Eastern States, but there is nothing more complete. Every wall is taken up with tall show cases, which are the latest style. They have glass fronts which run up and the hats are displayed on rods. Apart from these wall cases, there is an up-to-date, all-glass show case, which is used as a counter. This is entirely filled with caps. The firm does a very large cap business. They sell these not only to Winnipeggers, but quite a lot of French people from St. Boniface also come to secure caps. These caps are shown in racks, such as are used for showing shirts in silent salesmen. They look very neat, indeed.

A Few Noteworthy Features

The whole store deserves inspection by merchants contemplating improvements. The illustrations used herewith cannot bring out all the good points. To mention just a few; the show cases are lighted from within by electricity. There is—as has been mentioned—a store telephone system; cash carriers are installed; sanitary drinking fountains are placed at several points. On the pillars are electric fans; show cases are decorated with artificial roses, those on the counter being in tall wicker baskets, and those on the show cases in shallower baskets.

In the clothing department, at the left on the ground floor, the clothing is carried in wardrobes two high and two wide, which means that they are large. They have glass doors which disappear to the left, sliding in behind the wardrobe. The clothing can be pulled out on revolving racks right into the aisle, so that the customer can see exactly what is available. The whole of the left side is taken up with leaves. On top of this wardrobe are displays of clothing, but there are also shelves up to the ceiling used for reserve stock, which is carried in stock boxes, thus does not look objectionable.

The centre of the store between the pillars is occupied by more wardrobes, entirely of glass, but only one high, and two wide. These come in handy for making displays of clothing.

No Monotony

In the furnishing department, at the right, are seen a number of splendid show cases, and behind, on the shelving, stock boxes are found. These are of neat khaki color. The danger of monotony has not been forgotten, and these walls are broken by mirrors built in at convenient distances. Considerable space in this department is devoted to jewelry and small furnishings.

The shirt case is worth a careful inspection. The compartments have a firm wooden base, with the wire stands, so that one can see the whole pile of shirts, but when the compartment is taken out it has the appearance of a fixture. These compartments look very nice in the case and slide into a light wooden fixture which is not seen from the outside. At the rear of the department you will find the under-

wear, overalls, working men's shirts and other working men's lines. They are only shown in open fixtures and not on the counter.

At the rear of the store, the same as at the front, there is lots of room to walk around, and yet good use has been made of the space, it being devoted to table displays, a rack of waterproofs, etc.

At the entrance of the store there is a single show case of furs, befitting one of the largest fur houses in Western Canada. This points the way upstairs to the fur department.

Chevrier's go in strongly for window trims. They employ an expert window dresser and card writer, and have given him quite a big department at the rear where he makes his backgrounds.

"SAVE SALES BY WASTING SPACE"

Mr. Chevrier Says More Room for Boys' Department Has Resulted in Great Reduction of Exchanges

AGAIN the advisability of getting the boys' department off by itself, where distractions will be few, is brought out—this time by Mr. Chevrier's, of the Blue Store, described elsewhere. In the new store the boys' department is upstairs—away from the rush of the ground floor. Since the new store was opened, even, the advantage of this position for the boys' department has been apparent. "It is easier," says Mr. Chevrier, "to make sales which are complete, not easier to make sales, perhaps, but easier to ensure against any dissatisfaction."

Less Changes Now

In the olden days the goods did not always look the same when the customer got them home, which meant exchanges. In the new store there are better facilities for fitting, and that means less exchanges. The new department has resulted in far less refunds, which was a big item. In other words, to use Mr. Chevrier's phrase: "We save sales by wasting space." By this he meant, of course, that lots of space enables customers to see, make sure of what they want and go away satisfied.

Need Wider Range of Goods

A point worthy of consideration by other merchants, is Mr. Chevrier's belief —founded upon observations made since entering the new store—that in spite of difficulty getting assortment, people were asking for a wider assortment and varied range of prices. We had a high range of prices and we ought to have one extending much lower. Customers are spending much more money than they used to, that is people who had means, and people who had not the means are having a hard time to make ends meet.

Chevrier's, by the way, give a special discount to soldiers' wives who are purchasing for their children. They believe that these people are much worse off than they were two years ago—that the patriotic, separation allowance and soldiers' pay are the same, but that the price of goods has increased so enormously that those dependent on these allowances have to weigh their coppers.

How Show Cases Are Used

In the front of the boys' department are the furnishings, shown clearly in the illustration used herewith. At the back, only partly shown in the illustration, are the clothing fixtures on which the stocks are kept. In the furnishing part of this boys' department are six show cases. Two are dressed by an expert, and are changed often. Usually they show boys' shirts, blouses, ties. Always they are tastefully arranged. Two other show cases are devoted to shirt stocks, these being kept on racks as in the men's furnishing department down stairs. Still another show case, plainly to be seen in the illustration, is given over to boys' hats and caps. This makes practically a boys' cap department.

Two other show cases are given over to boys' reefers and overcoats.

Plenty of Displays

On two show cases used as counters there are very neat displays on racks of boys' ties, collars, etc., and again a unit display of a boy's shirt and tie.

Behind these counters the goods are carried in stock boxes, as in the men's store. The wire racks which are used so extensively for showing men's shirts in show cases are found in this store used for boys', and shirts are shown this way on show cases that are not being used as counters. Sweaters also are displayed this way.

Both here and in the clothing depart-

(Continued on page 62)

A boys' department which is practically a boys' store. The clothing part of this boys' department is only half revealed.

MAKING A MEN'S WEAR BUSINESS GO THOUGH "MUNITIONLESS"

How Strict Attention to Business, Energy and the Most Tactful Methods of Aggressive Salesmanship Can Prevail Over Even the Absence of an Army of Fat Pay Envelopes in Smaller Centres

MUNITIONS and the men's wear trade have a close and important connection. In fact in many of the larger centres where the men's wear trade felt heavily the drain of young purchasing power due to enlistment, the munitions business came like a godsend with its payrolls, and its vast additions to the spending power of the employees upon those payrolls.

The Silk Shirt Buyer

Down in Maisonneuve, Montreal, for instance, as may be remembered by readers of MEN'S WEAR REVIEW, the H. De Villers Co. found that the munitions workers were frequently the buyers of costly goods, silk shirts, expensive neckwear, and other high class articles of merchandise, though at the same time there was sometimes noted the fact that munitions workers were sometimes too exhausted by their night and day toil to "dress up" even on a holiday. Nevertheless, the money made in munitions work found its way along to the men's wear counters in many and many instances, and to the saving of the sales situation for quite a number of firms. There are, however, exceptions to this throughout the Dominion. Not every town has a big munitions industry with a highly paid staff and an army of employees fingering fat pay envelopes every week-end. How have men's wear dealers in such places fared? How are men's wear dealers in non-munition-making centres weathering the war conditions by which a big percentage of their best customers have been withdrawn overseas?

Facing the War Awake

In interviews with men's wear dealers in even the large centres, MEN'S WEAR REVIEW has found that considerable losses had often to be faced through customers going overseas in whole battalions. One firm—J. J. Hannan, of Peel Street, Montreal—calculated that at least 500 of the best spenders amongst the rising young men of that side of the city had been taken away from the books for the period of the war and some, alas, for ever, through death in the service of King and Country. In smaller centres also there has been difficulty and serious hardship for many men's wear dealers until they awoke to the fact that the war had come to stay a while and that though "business as usual" may be an ideal hard to maintain, yet the fact remains that business is business in spite of wars and rumors of wars, and that much may be done by alert business men determined to "do their bit" in their own line to keep the home fires burning.

The Spirit That Wins

In days to come it will be more fully realized that business men right back in the home towns of the boys who fought and won have also shared and shared big, in the bringing about of victory. Especially may this be said of the men's wear dealers who have maintained their businesses without much aid from the munitions payrolls of Canada. It comes down to a matter of spirit in the long run, a condition of mind that might be called "the will to win." MEN'S WEAR REVIEW found examples of this in the smaller towns where the munitions trade is unknown. While there may have been anxiety, even alarm, for the welfare of men's wear businesses in these smaller centres early in the war, there is to-day no complaint, but instead a splendid spirit of winning out in the battle of business building under adverse conditions.

Cases in Cobourg For Instance

There is for instance the town of Cobourg, Ont. Here is a town in which the munitions industry is almost non-existent as far as fat pay envelopes are concerned. Though Cobourg can boast of three railways, an ice-free harbor, and plenty of electric power, still payrolls on the big scale have not so far blessed this centre, and a matter of some seventy or so easily covers the roll of the munitions workers of Cobourg. The men's wear trade, while it appreciates their presence, cannot count on these patriotic producers for the most profitable business of the year. But Cobourg men's wear dealers have found it possible to keep the home fires burning briskly by business from other directions.

Minaker & Co. Make Good

Under the management of Mr. J. Kennedy the firm of Minaker & Co. has made steady progress since the war, and this has been done independent of munitions money. How has it been done? This, Mr. Kennedy himself can

Make Your $-$-$ Go A Long Way

To Give Yhu Goods at ihe Lowest Possible Price is Our First Consideration.

SATURDAY SPECIALS

ALL STRAW HATS, including Men's, Young Men's, Boys' and Children's.....**Saturday at Half Pricc**

BOYS' KHAKI BLOOMERS, good quality, at $1.25 and $1.50

BOYS' TWEED PANTS at $1.25, $1.50, $1.75

MEN'S GREY DUCK OVERALLS, extra heavy, at, per pair, ...$1.50

HOSIERY for men, women and children at before the war prices, extra good quality and color; all colors and kinds. Come in and let us show them to you, and you will be glad you called. Prices run, per pair, from .....25c to $1.50

MEN'S WORKING SHIRTS. We have the largest assortment to choose from that we ever had: Blue Duck, Black and White Stripe, Grey Drill, Khaki Drill, and a lot of others too numerous to mention. .All are good full size, and fully guaranteed to give satisfaction. Sizes range from 14½ to 20. Come in and see them. The market value of them is $2.00, but we are selling them at...$1.00 to $1.50

BATHING SUITS, all reduced—Now is the time to get one cheap.

Stoie Open Evenings Till 8 o'Clock

MINAKER & CO.

A Mid August Ad. by J. Kennedy of Minaker & Co., Cobourg. Mr. Kennedy is a believer in advertising in the local papers, and endeavors to secure the best display for a good range of items, quoting prices, and avoiding overcrowding. He is disappointed sometimes in the typographical work of the local printer, but as a rule finds that personal attention produces the desired result.

Final Notice

This account has been mailed to you several times. We have had no response to our request for payment. It is our intention to at once place in the hands of the Division Court Clerk all delinquent accounts for collection. It is no pleasure for us to be obliged to collect our accounts by law and besides it adds costs to you. But we must have our money and are obliged to take this course.

MINAKER & CO.

The Minaker & Co. Ultimatum to Delinquent Credit Users. This firmly, but fairly worded notice usually brings home the bacon, and without estranging future business in a great many instances.

best tell, for he is the mainspring of the business, and has been since Mr. Minaker passed away.

"We haven't needed to go out after business," said Mr. Kennedy to MEN'S WEAR REVIEW, "not that I don't think we could increase business a great deal even yet by going out after it, but simply because we haven't had the time."

Here, of course, the shortage of help has had its effect, but Mr. Kennedy expressed the belief that it might pay well for him to hunt up and hire a real good salesman for indoors, and himself repeat an old successful habit of his in going out around the city and district making special business getting approaches to the proper sources of new business.

A Policy That Always Pays

"It will pay anywhere—I don't care where—to go after business," said Mr. Kennedy. His is the aggressive sort of salesmanship that may hear "No" more than once, but will get the order all the same sooner or later. He has done it. He is doing it. He will do it again and yet again.

Mr. Kennedy's sales-making methods are not in the least hard to understand or to follow in any centre of business. Some of them are simple as the very A B C of salesmanship.

A Little Price-Ticket Tip

Take for instance this little tip as to the display of price tickets in the store interior displays, or in window trims.

"I always believe in a good plain price ticket well displayed on the goods," said Mr. Kennedy. "But here's something I do—I never let the display of price tickets become a monotonously steady feature of my windows or the store displays. Every few weeks I make a complete change. I withdraw every single price ticket, and let the goods alone occupy the windows. I feel that people who see the price tickets all the time, day in and day out, by and by get not to notice them at all through seeing them too much. So I refresh the whole display by taking away the tickets, and when people have got a rest, as it were, from the feature, why back go the tickets, and they attract twice the attention."

There is one way of enlivening dull business in a city where munition payrolls are slim and slender. It has worked in Cobourg.

One Price And Stay With It

"I charge one price—a good fair price to yield me a profit, and I stay with it," said Mr. Kennedy. "That has come to be a recognized thing with this store. Sometimes other stores come out with cut prices below ours. We make no difference, and I don't believe that in the long run we lose one cent. In the case of our straw hats this season for instance, something of that sort happened. I'll tell you how we came out.

"We had our stock of the commonest kind of straws for the farmers—they call them "cow's breakfasts", you know—and these we had a sort of mutual arrangement with other stores to sell at twenty-five cents. Well, it was a backward season, and things looked bad for the "cow's breakfasts," and we heard that some stores had been beaten down by their customers to twenty cents per "cow breakfast." We didn't bate our price a jot, and look at all we have left of our stock."

Mr. Kennedy showed a bare handful of straw hats—hardly enough altogether to feed one really hungry cow its morning meal.

"And, of course, every one of our hats went a five cents higher price than the stores that allowed the cut had bee able to get," he added with satisfaction.

Another pointer to the art of keeping business happy even though competition suffers qualms, and customers talk hard times. In spite of backward weather conditions Minaker's had a fairly good straw hat season as regards the higher priced hats, and Mr. Kennedy will not require to carry over any stock till next season. Incidentally in comment upon MEN'S WEAR REVIEW'S suggestion that straws may well be stored where possible for next season, Mr. Kennedy is rather in favor of holding on to any and every kind that exists unsold till beyond its season, under present conditions of supply. "Not under normal conditions," he said. "It's best to keep the stuff moving over the counter to a finish as a rule. But these times are different, and so very difficult as to supplies. Mr. Minaker, by the way, was always a believer in having a good big stock, and in woollens we had a very considerable stock when the war broke out, and were much the better for having it."

Selling Warm Socks in Summer

Mr. Kennedy's sales methods, while they respect the seasons quite sufficiently, are nevertheless big enough to over-rule even the laws of seasons in some respects. On the day MEN'S WEAR REVIEW visited Cobourg, Toronto newspapers were telling of the hottest weather on record prevailing all over the province. In Minaker's store there was a wonderful display of pure wool, and heavy wool and cotton mixture socks, a great pile of them boldly ticketed, and Mr. Kennedy reported steady sales of these going ahead regardless of weather conditions. "The women are the most far sighted buyers," he said. "They seem to think well ahead of the seasons in buying for their men folk, and I make quite frequent sales of winter underwear in midsummer, or early fall usually to women buying for their husbands. I had a case the other day of a lady who bought some hosiery which she said would not go into wear till next January. That was women's hosiery, a line in which we have always specialized."

No Farmerettes Round Cobourg

Asked as regards women's business generally, and especially as to the business of the farmerettes, Mr. Kennedy reported nothing important in this line in Cobourg and vicinity.

"There is, however, a good farmer trade in Cobourg," he said, "and the harvest this season is particularly good, so that we look forward to fair business for the immediate future. The farmers come in as a rule on Saturdays, and Saturday is a good shopping day in Cobourg all the year round."

"The farmers are better buyers than ever in the men's wear trade now," added Mr. Kennedy. "They buy good stuff, and there is usually no difficulty in selling them a better class of goods than they ask for at first. Where they used to ask for the old style 75 cent working shirt, I have no trouble now in placing the $1.50 and $2.50 quality at which in former times the farmers would 'raise a holler.'"

Boys' Business Is Promising

In another direction—that of the boys—Minaker's, under Mr. Kennedy's management, has prospered. A steady business in boys' clothes is carried on, and without the use of special inducements so far, though Mr. Kennedy is quite a believer in the use of inducements once in a while and in a special way, to cement buyers' good will.

"I know that a knife in the pocket, or a watch or whistle, will add to the attractions of a suit for a boy, and often make a sale," said Mr. Kennedy, "but do you know, I think the customer pretty often comes to think, 'Well, after all, I pay for that whistle.' No, in making a little gift with a purchase I would

far rather work it this way. When the purchase has been made, and the buyer seems already satisfied I should, in special cases, just wrap up a little extra —a tie, or a pair of cuff links, or something like that, and add it to the purchase with a remark that this will go well with the shirt, or suit, or whatever it is. I find that that way of making a complimentary gift gives far better results in goodwill and advertising value than holding out the inducement with the goods from the first. Of course you can choose your recipient, and leave out any who would not appreciate that sort of thing, but a great many do, and it comes as a little direct personal touch especially given which is talked about in the most satisfactory way afterwards."

There is another instance of tactful, yet aggressive business encouraging which helps along when fat pay-rolls are lacking in the community.

Firmness With Collections Pays

As regards making collections, Mr. Kennedy has found absolute and rigid insistence on the rightful dues of the firm to pay best in the long run. Few customers are lost through Mr. Kennedy's system, which is first to approach the customer by personal letter very nicely expressed on the subject of the arrears, next to warn a little more firmly, should this be necessary, and finally to send a printed slip on the account threatening legal proceedings. Even in the cases where legal proceedings were taken Mr. Kennedy has not lost the customers. There was one case in particular where the delinquent, after paying the debt and interest upon it, actually came back within a few days bringing his son, and bought a good outfit of new stuff for cash, saying, "I have been thinking over that suit of yours for that account, and I see it in a different light now, and am glad you insisted on your money as you ought to."

Mr. Kennedy is a firm believer in the cash system as soon as merchants can be got together to agree to institute it, and stay with it. He is a strenuous optimist for such schemes as co-operative buying of staple goods, and a staunch champion of advertising. Also he never fails to receive travellers with courtesy, and while not promising to buy, will always see the goods and hear about them. Upon principles of this sort, and his own methods of salesmanship he has established the success of the business to date.

An Eye For All Side Lines

Bert Clarke, another men's wear dealer in Cobourg, was able to announce cheerily, "No kick coming," when MEN'S WEAR REVIEW enquired about business conditions. "The truth is," he said, "that business in Cobourg has never been any too good since the war began, but in spite of that I have no cause for complaint, and don't expect to have. No there's not much to count on from the munitions business in Cobourg, but there are other directions from which business can be developed profitably. For my own part, because I am a trained tailor and cutter, and in the men's furnishing business, with a big pressing and cleaning business besides, it is still not to say that I do not give attention when opportunity offers to other business chances in which there is profit. I am a qualified and certified auctioneer. I frequently buy and sell for people on a ten per cent. commission, and it is known of me as a hard and fast fact that I do not ever abate a price once set for goods or service. This I have found to pay me best.

Cashing In on Personality

"Another paying business attitude I have found for myself," said Mr. Clarke, "is to cultivate personality—to get well known everywhere throughout the town and district, to be out and about and amongst the people at every opportunity, and known amongst as many people as possible by face, and by name. This brings business my way constantly. I advertise a little in the local paper—there is no better medium in a small centre. I watch arrivals in the city, and when the American visitors come over I frequently drop a direct letter to some of them, enclosing a price card. Business results. The American visitors are, however, better patrons of the suit pressing department than of the store itself, though they do buy goods every now and then, and their business is welcomed.

Knowing The Customer

"I do a little what you might call mind-reading of my customers when they come in, and try to get an intimate understanding of their needs. I don't let my customers buy so much as I sell them what I know will suit them most becomingly, and satisfy them thoroughly. I do believe that that is at the back of a great deal of success. I have a little store away from this one, on a side street, right off the main line of traffic, and yet I do a big turnover there, bigger by three times, I believe, than the turnover of some others who are far better located. But I have now secured my store on the main street here, and am giving up the other little one in which I started seven years ago, and which is still drawing business for me.

Courage Counts—Not Depression

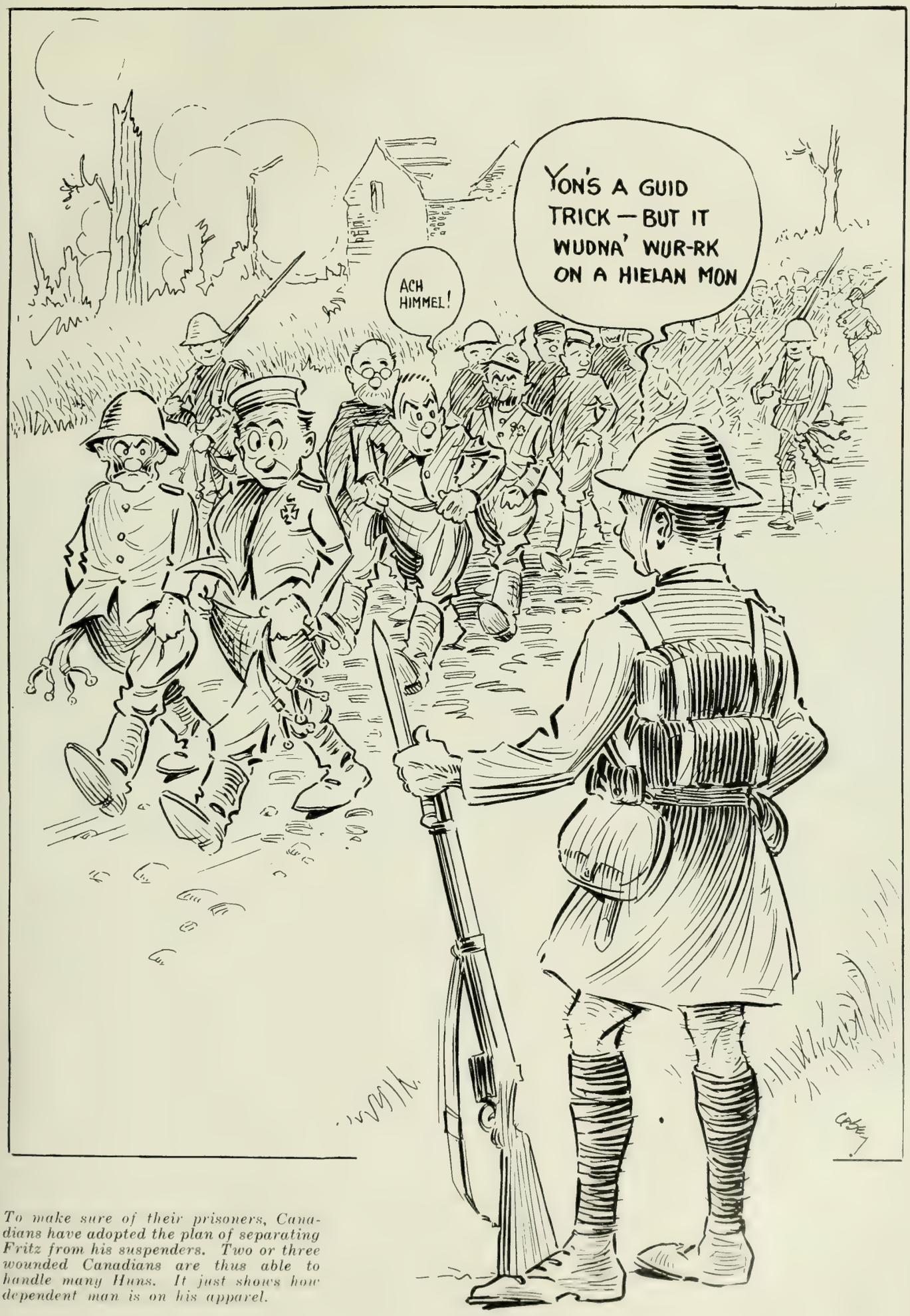
"Yes, times have not been on the boom for the men's wear trade in small centres," agreed Mr. Clarke. "But this I think is true. It doesn't do to get scary, or depressed even though there isn't a munitions payroll to count on. Far better get busy and find out what business there is in sight that you can count on. There's bound to be business if you go the right way after it, and let the community know you and your determination to do business and do it right. Anyway, that's as I have found it, and as I said to you, I've no kick coming to-day as regards my business outlook. The harvest prospects about here are good. That means something. There's a tractor exhibition coming along. They've asked me, 'What do you expect that will bring in the way of more business?' I answer 'Perhaps none in the men's wear line, in fact it would not surprise me to find people buying less goods during the days of the exhibition. But I know that if there are ways by which the tractor exhibition can be turned to good profit in Cobourg, Bert Clarke will be one of the men who will discover them, and develop them. I'm out to do business, glad to serve where I can at a fair profit, and to serve as many people and in as many ways as possible. And that, I think, is the way to meet business conditions that are not boosted by the munitions industry."

PILFERING PREVALENT—CO-OPERATION NEEDED

Retailers Receiving Express Packages Should Make Immediate Inspection and At Once Report Shortages, if Any

REPORTS from many parts of Canada are to the effect that pilfering from express packages is more than ever prevalent. It is stated by some who have been called upon to enter damage claims for losses thus sustained that express officials lay blame for pilfering to the new help they have been forced to take on. In the past the express man has been a mighty fine, upstanding type of fellow. Probably 95 per cent. of cases he still is; but as a result of war conditions a number of new men have had to be employed, and some, it is said, are not of the old type. Perhaps the high price of goods is causing trouble too, ofering more temptation.

Every possible step to detect and punish those guilty of pilfering should be taken, but also there might well be a close co-operation between manufacturer or wholesaler, the shippers and the retailers, who are the receivers of packages. From the outside of the package it is impossible to tell if goods have been taken. Retailers might well make an immediate inspection of goods coming, so that claim can be made at once. It is the consignee from whom the claim is properly to come. Word of shortage might well be sent the shipper, too, so that representation from that end may be promptly made to the public carrier.



To make sure of their prisoners, Canadians have adopted the plan of separating Fritz from his suspenders. Two or three wounded Canadians are thus able to handle many Huns. It just shows how dependent man is on his apparel.

NECESSARY NOW TO WATCH U.S. REGULATIONS

What Comes Into Effect Across Line To-day May be Law Here To-morrow, And Vice-Versa—Many Proposals Having Effect on Business—Make Careful Watching Wise.

DESPITE caustic comment, made from time to time about "trade and truck with the Yankees," it has become very evident of late that what Uncle Sam does to-day Johnny Canuck is quite likely to do a little later. Equally it is true that what Johnny Canuck did yesterday Uncle Sam may well do to-morrow. The score is fairly even, so that there need be no jealousy in the matter. There need be, however, a great deal of watching—not so much watchful waiting as watchful anticipating. Is this thing that Uncle Sam is now doing going to become a fact in Canada, and if so what will it mean to my business? Should I take steps to prepare for the coming of such a law? These are undoubtedly questions which the men's wear merchants might well ask themselves about a number of matters now receiving great attention across the line. Here it will be well to consider a few of these.

IS LUXURY TAX COMING TO CANADA?

What is a Luxury Any Way?—Uncle Sam Seems to Think a $30 Suit is, But Hasn't Quite Made Up His Mind—Canadian Merchants Feel That the Public Will Pay if the Tax is Imposed

WHAT is a luxury? Is a $30 suit a luxury? Can a $4 hat properly be so designated?

To these last questions Uncle Sam, our reflective neighbor to the South, seems on the point of answering in the affirmative. His treasury department, indeed, has recently suggested an impost to be known as a luxury tax, and has designated as among the things which would fall under this luxury tax, men's suits selling for more than $30, hats costing more than $4, shirts, gloves and pyjamas costing more than $2, hosiery over 35c, underwear over $3, shoes over $5, and all neckwear and canes.

Not Yet Law

This proposal hasn't, at the time of writing, become a law in the States, though it well may be on the Congressional Records, or wherever they record laws over there, before MEN'S WEAR REVIEW gets to press. "The world do move," as the old darky preacher said, and never did it move so rapidly as just now.

Still, while not a law at the moment, the proposed luxury tax deserves consideration, by reason of the fact—outlined above—that what is done in the States may well be done here a little later. Now looking at it this way, what would such a luxury tax mean to the men's wear trade, if applied to Canada?

But What Is a Spade?

"Why it isn't a luxury tax at all," says one good merchant. "It would be a tax all right, but a luxury tax—no. Let us call a spade a spade, but let us remember that what was a spade before the war may well be something else now—or perhaps it would be more apt to say that some things which were very high toned, exclusive, you know, before the war, have come down among the spades. "No," says this merchant, and approving here! heres! are to be taken as read, for they came from other good merchants whom MEN'S WEAR REVIEW consulted, "no a $30 suit is not a luxury any more. It may not be a necessity. There are suits which can be secured for less, but the $30-and-up suit is an **economy.** Any man who appreciates the woollen situation will bear out that statement. The Canadian government—yes, and the U.S. government, too—bears it out in the class of clothing it buys for its soldiers. Why does the soldier wear such good material? Because, taking all things into consideration, it is cheaper."

Some Luxury!

"Think of 35c being fixed as the line of demarkation of hosiery. Why a 50c pair of socks is apt to be none too good, the way things are now. Goods which are bought below that figure—always excepting some exceptional values offered from time to time, though Heaven knows how—are apt to be luxuries indeed, in that the purchaser will get a momentary satisfaction from their possession, perhaps, but no real value.

"So with the other goods—anything above a $2.00 shirt a luxury—wow!"

Indeed the term luxury does seem a little misused, and there seems reason to approve the statement of another merchant to the effect that the tax may be a necessity, to raise revenue, but if it is imposed it should be called a tax on wearing apparel—not a tax on luxuries.

Why Worry?

There are a number of merchants who take a philosophical attitude toward this United States proposal—which may have its backwash affecting Canada. "If it is to come it will come," they say. "Why worry?" We have other troubles. Any way the people will pay the tax without a murmur, if, and when, it is imposed. Has there been any decrease in the use of Pullmans since a tax was added to the price? "Has there," they ask, "been any decrease in the use of cosmetics because of the tax?" Ah, there the questioner has us. So far as is visible to the naked eye, there has been no diminution in the use of these luxuries.

Perhaps this somewhat fatalistic attitude is the best one to take toward the matter after all. Certainly if the money is needed, and this tax seems a proper way to get it, not many of us will protest. Still, it is worth mentioning that the war, just by the nature of things, has hit the men's wear business particularly hard, and anything which can be done to safeguard the business against unnecessary handicaps might well be done.

"SAVE SALES BY WASTING SPACE"

Continued from page 57

ment you will find expensive mirrors worked into the wall fixtures for the boys.

The clothing department is about three times the size of the furnishing department. Customers are served at massive tables, the tops of which are highly polished, and on which no other goods are present to distract. The air of smartness about the department is undoubtedly helped considerably by displays of clothing on the top of the fixtures.

THE MacDONALD BROTHERS CONNECTED WITH FRIED GRILLS

MACDONALD Bros., who, after building up a magnificent men's wear business in Sarnia, recently sold out to Dowlers, Limited, have become interested in the Fried Grills Hat Co., Limited, of Guelph. Both brothers will be actively engaged in the business, R. V. Macdonald as an outside representative and E. L. Macdonald at the Guelph plant. R. V. Macdonald will cover the Maritime territory this fall.

WILL PATRIOTISM CURTAIL CHRISTMAS GIFT-GIVING?

National Council of Defence Across the Border Inclines to Advocate S.P.U.G. Principles—Movement May Spread Across to Canada, But Alert Men's Wear Dealers Need Fear Nothing.

ON grounds of patriotism and national economy the United States National Council of Defence will posibly place a ban on gift-giving this Christmas. In all probability the movement against Christmas compliments in substantial shape will become fashionable in Canada also should the American people make a patriotic affair of it in their whole-hearted way. Already as every men's wear dealer knows, American influence counts for something in Canadian business life. But how far could this repression of every natural generous impulse around Christmastide really go in the restriction of spending upon goods for gift purposes?

A Matter Worth Watching

This is a matter for the alert men's wear dealer to watch closely from now on. American tendencies will tell upon Canadian affairs quite distinctly during this Fall and Winter. There can be no doubt of that. And if the American people in the fullness of their patriotism are going to obey to the letter any order of their National Council of Defence against the giving of Christmas and New Year's gifts, there will be hundreds and thousands of Canadians equally sparing of this form of expense from the most earnest of patriotic motives. Watch what the Americans are disposed to do in this respect, and make your Winter selling plans accordingly.

In the meantime, however, with your Christmas trade goods decided on, ordered, and perhaps on the way to you there is no need for any anxiety about their sale. This movement to economize in giving may divert the current of Christmas generosity a little, but no movement that leaves any spare money at all in the pockets of average human people around the festive season can ever stem the tide of their goodwill towards one another—the feeling that finds expression in gifts of all kinds.

The Kind of Gift Counts

As Hamlet's disconsolate sweetheart expressed it, "Rich gifts wax poor when givers prove unkind." In the case of America the sentiment is being broadened to imply that rich gifts wax poor when givers prove unpatriotic (for to be unpatriotic is but unkindness in a larger form). Yet gifts bestowed upon friends in the abundance of gift-season good will, and bearing in their very nature the evidences of thoughtful patriotism, will undoubtedly be even more fashionable, and more in favor than the former kinds lightly purchased and given with no more thought than just to be upsides with everybody else.

This Christmas it is extremely likely that you will find far more importance laid upon the kind of gifts given. Consequently you will foresee that success in the sale of gifts is likely to be with the merchant who can guide purchasing power, and inspire his customers with the true spirit of gift-making, while careful at the same time to have supplies sufficient to give a fair range of selection.

Substantial Gifts Probable

Get ready for a demand for substantial and useful gifts. There are sure indications abroad that the essentials are going to count considerably in the book-keeping of a great many families this Winter. There was a time when a plush-covered pipe-rack with a picture of Santa Claus upon a porcelain panel might have been disposed of at Christmas even in a real men's wear store. That was the prehistoric—we mean pre-war—time when the average family gift appropriation was scattered over half a hundred low-priced and frequently rubbishy trifles so that not a soul amongst the host of sisters and cousins and aunts could feel neglected. Those times are altered. There is concentration coming upon good gifts for the well worthy—the soldier sons, husbands, sweethearts for instance—and even for those who are not bearing the brunt of active service or the discipline of training and reserve camps there will be little frippery purchased.

Wool May Outweigh Silk

While the value and lustre of silk in the form of cravats, handkerchiefs, hose, shirts, and underwear will always ensure for silken articles a sure demand at the Christmas gift season, do not by any means neglect to take account of the probability that woollen goods will bulk largely amongst gift purchases this season. Very probably the merchant who plans to display attractive woollen goods with what Sam Weller called "A little bit o' Christmas to them"—that is a touch of holly or mistletoe, or Christmas ribbon—will make sales for gift purposes on a goodly scale.

Socks will bulk big amongst Christmas gifts this season as uual, and perhaps a little more than usual. There are men's wear dealers selling socks even now for Christmas gift purposes. Here the very best are none too good, and here the suggestion of ribbon or holly spray will work like a charm.

These are but pointers indicating the directions in which the stream of the gift giving inclinations of Canadian communities may go should America insist on curtailing the Christmas impulse to any great extent.

Sprit of the S. P. U. G. Revived

This is something new to the men's wear trade of Canada. It has all been faced before, and conquered. Do you remember the years of "financial stringency" presaging the war as it turned out? Then there was a widespread S. P. U. G. movement. The Society for the Prevention of Useless Giving was abroad in the land, and the meanly inclined took advantage of the ideas promulgated to give no gifts at all. That, however, is not the spirit of the S. P. U. G. That is never the spirit of the big masses of real human-hearted human beings. That is not the spirit of Canadians or Americans either.

If the Americans make a nation-wide movement of the patriotic spirit in Christmas gift giving this year, and the Canadians follow suit, all that the movement means to the men's wear trade is simply the placing of the emphasis on the useful in gifts.

Useful Gifts Will Go

There will be spending, quite liberal spending, on many lines of goods not usually known as "gift lines," but business can be run on a very profitable basis apart altogether from gift lines. Indeed business for the future can be established better through the substantial lines of useful goods than upon the fancy lines. You want your gift-buying customers to come in and see you purse in-hand later on around January and February and March and April and May, and many another month as well as around the 'steenth of December or earlier.

Your substantial goods introduced perhaps as suitable gifts through a wave of national patriotic economy will be foundations of future month to month business in staples and novelty lines. They could find no better medium of introduction, and here the far-seeing men's wear dealer will sense an opportunity for supplying a card with his firm name and address upon it, or having the firm name or monogram neatly placed on the boxes or wrappings of the gift parcels. This can be done with good taste, in fact the monogram of many a men's wear firm in Canada is a hall-mark of the excellence of the goods presented.

Novelties Will Sell Too

In spite of the most enthusiastic economy movement as regards gift giving you will find nearly every line of novelty goods likely to sell as well as ever because as one merchant sees it, "after all in the men's wear trade almost any gift line you can think of has the merit of utility as well as fancy grade quality. All you have to do is watch the way in which your selling invitations to the public are worded if a wave of gift economy surges across from the States. Lay the emphasis on the word USEFUL in advertising and displaying the goods, and you will have small cause for worry about the disposal of your gift stock."

LIGHTLESS NIGHTS NOW IN THE U.S.

This Regulation of Great Interest to Canadian Merchants—Makes Still More Stringent Regulations for Canada Seem None too Remote.

ONTARIO men's wear merchants, who have been suffering under the regulation forbidding the illumination of store windows except on Saturday night, will be interested in lighting restrictions recently put into effect in the United States, as announced in a recent issue of the Washington Official Bulletin.

So often, of late, has Canada followed the lead of Washington that the United States restrictions are of interest as the possible forward cast shadow of coming events.

The restrictions call for a general reduction in street and outdoor lighting; an entire discontinuance of illuminated advertising signs on certain days—also of fuel generated light in window displays during the day and on nights of the restricted periods. The clauses of this United States regulation are:

1. No city, village, or town and no person, firm, or corporation under any contract with any city, village, or town, shall use or consume any coal, oil, gas, or other fuel for the maintenance of lights in the streets, parks, or other public places of such city, village, or town, except under the following restrictions and limitations.

(a) Street illumination automatically lighted, maintained by or for any such city, village, or town, in the streets, parks, or other public places thereof, shall not be lighted before sunset and shall be turned out not later than sunrise;

(b) Street illumination lighted by hand in any such city, village, or town shall conform as nearly as may be to the requirements hereinabove prescribed for automatic lights;

(c) The amount of public lighting in any city, village, or town shall be only so much as may be necessary for safety, and the use of lights commonly known as cluster lights for purposes of display or decoration shall be reduced to such portion only of the cluster as is necessary for safety.

2. The local fuel administration for the territory within which any city, village, or town is located shall arrange with the proper municipal or town authorities of such city, village, or town for the regulation of public lighting in accordance with the provisions of paragraph Number 1 of this order. Regulations for public lighting so arranged shall in each case be subject to the approval of the proper State Fuel Administrator, and in case regulations in accordance with said paragraph 1 for the public lighting of any city, village, or town, satisfactory to the State Fuel Administrator of the State within which the same is located, shall not have been arranged between the local fuel administrator and the proper municipal or town authorities as hereinbefore provided, within ten (10) days from and after the effective date of this order, said State Fuel Administrator is hereby authorized and directed to prescribe such regulations for such city, village, or town, and the same shall be valid and binding.

3. Outdoor lights within a city, village or town, other than those mentioned in paragraph 1 of this order, which involves, directly or indirectly, the use or consumption of coal, oil, gas, or other fuel shall not be lighted until 30 minutes after sunset.

4. (a) The use of light generated or produced by the use or consumption of coal, gas, oil, or other fuel for illuminating or displaying advertisements, announcements, or signs, or for the external ornamentation of any building shall be entirely discontinued on Monday, Tuesday, Wednesday, and Thursday of each week within New England and the States of New York, Pennsylvania, New Jersey, Delaware, Maryland, and the District of Columbia and shall be entirely discontinued on Monday and Tuesday of each week in all the remainder of the United States.

Exception: Bona fide roof gardens where meals are served and outdoor restaurants, also establishments devoted exclusively to the exhibition of outdoor moving pictures at which admission is charged are exempt from this section.

4. (b) The use of light generated or produced by the use or consumption of fuel for illuminating or displaying any shop windows, store windows, or any signs in show windows shall be discontinued from sunrise to sunset and shall also be discontinued on the nights specified in paragraph 4 (a).

5. The State fuel administrators within the several States are hereby directed and authorized to see that the provisions of this order are observed and carried out within their several States, to report violations thereof to the United States Fuel Administrator, and to recommend to him action to be taken with respect to such violations.

This order shall be effective on and after July 24, 1918.

DO ARTISTIC TRIMS PAY IN TOWN AND VILLAGE STORES?

Do artistic units pay in other than the big centres?

Why not? Don't people there appreciate the unique, the trim, the good?

Brown's, Limited, of Portage la Prairie, Manitoba, believe their townspeople, and the well-to-do farmers from the country round, appreciate a carefully prepared trim—that Brown's, Limited, believe this is indicated clearly by the regular use of such trims as the one here shown. The illustration is small—half-tone having been made from a small amateur photograph—but it is clear enough to show the care taken in grouping the merchandise—in preparing the background.

Note the background. See the artistic B. That and other parts of this trim cost some money, and more time; but the results, the management states, prove both money and time to be well expended. The management ought to know. The trim illustrated was arranged by James Ewart who has charge of all displays in Brown's, Limited.

Moreover, as said earlier, why shouldn't an artistic window appeal bring trade from townspeople and farmers? The day when the "Rubes" lived in the towns and country is a day that is gone. Everyone knows the "Rubes" flock to the cities now.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — MWR — 145-155 University Av TORONTO-CAN.

VOL. 8 SEPTEMBER, 1918 No. 9

EDITORIAL NOTES

THE anti-collar league should convert itself into the anti-double-chin league.

* * *

NO USE talking, though, it will be pleasing to once more call for our bacon when we want it.

* * *

THE lifting of restrictions re the use of bacon marks another Allied victory; a victory over German-grown submarines and home-grown appetites.

* * *

A WONDERFUL crop in Ontario is assured, and the Western outlook is better, by a good deal, than was hoped. The farmers are going to be like the poor only in that they are still with us.

* * *

UPON the success of this next war loan will depend the continuance of manufacturing activities during 1919. As business men we can't afford to let slip any opportunity for boosting the loan.

* * *

THE NEW lighting restrictions adopted in the United States somehow make the possibility of a lifting of restrictions, as they apply to store window lighting in Ontario, seem more remote.

* * *

AS THE Canadians at the front have found out, a Boche, minus his suspenders, is an exceedingly easy prisoner to handle. Just another instance showing that clothes have a great deal to do with the "jazz" that is in us.

* * *

SIR THOMAS WHITE'S recent report on Canada's financial position makes cheering reading for the hot weather. It makes very evident, however, the need of girding up our national loins in preparation for the next war loan.

* * *

A BOOKLET on the Peace River District, just to hand, proves reassuring at a time like this. Way up north of Edmonton is as fertile a country as Old Ontario. When it becomes more closely settled production will be such as to make the reduction of the war indebtedness a very much lighter task.

* * *

TO SAVE a dollar is good—to spend a dollar wisely almost equally so. It is an appreciation of this which is going to cause the public more and more to turn toward the useful present this Christmas.

IT NOW appears that drouths, frosts and labor shortage have complicated the food situation in England. Well, despite a poorer Canadian crop than was at first hoped, there's a goodly margin here for shipment—and there are good Canadian ships now to carry the grain across.

ONE WAY TO LOSE

TO ignore everything but the war will be one way to lose the war. Many who should know better, even high officials, suggest that the war is everything and trade unimportant in comparison. Not a few public men seem obsessed with this idea, failing to understand that the successful maintenance of trade is a most vital part of the war.

The necessity of earning wealth by which the war can be carried on does not appear to be so obvious to them as it is to the commercial community. Some of them have never had occasion to earn anything, or to add in any way to the resources of the country. Those who are acquainted with the commercial and industrial life of the country know that to ignore everything but the war is to take the surest way of losing the war. At the beginning of the struggle there was a great talk of "silver bullets"; but that was when Mr. Lloyd George was Chancellor of the Exchequer. "Silver bullets" are equally needed now, and any war measures which hinder the nation from producing them should be very carefully examined before they are adopted.

THE RETURNED SOLDIER

ONE of the big problems that confronts the industrial and business community is the assimilation of the returned soldier. Already 35,000 of these men have been returned from the shell-pocked fields of Europe as unfit for further military service. There are between 20,000 and 25,000 Canadians still in English hospitals.

To train these men in schools in such a way as to fit them to take up some sort of vocation would necessitate large training centres. At most it is estimated not more than twenty or twenty-five courses could be provided for them. If these men were to get their training with employers some 175 occupations would be open to them.

It has been deemed advisable by the Government that these men should receive their training under the conditions they will earn their livelihood in. To this end the Government has taken steps to get the co-operation of employers in this matter.

Retail merchants, manufacturers and other employers of labor will not be tardy in accepting their fair responsibility in this matter. Kindness, consideration and tact, but not for charity, should be the impelling motive of all dealing with these worthy men.

"JUST AVERAGE ABILITY— BUT WORK, AND AN IDEA"

Marcus Loew's Own Estimate of His Methods in Reaching Success of Continent-Embracing Kind in the Theatre Business

"I FOUND that there was no royal road to success, but that what we have in this world comes, as a rule, only through sheer hard work of hands and brains. It was by fighting for favorite street corners that I learned which boys I could lick. It was by sizing up my customers that I added to my knowledge about human nature. And it was because of absolute necessity that I forced my brain to figure out plans to increase my sales of newspapers."

These words read like the first lines of the first chapter in the history of more than one great business builder of this continent. Not many business men, however, know that Marcus Loew, the amuser of millions, the man who has made it possible for people to enjoy a show pretty much just whenever it suits them from daylight to dark, began as a newsie. That was just how Marcus Loew started, however, and here in his own words is an account of one of his methods of making more sales than his rival newsies could manage.

"On Saturday nights," he says in the *American Magazine*," "I always went to the newspaper offices on Park Row, and slept on a bale of bags. I did this because, if I waited until Sunday morning to get the papers I should have to compete with the other boys. As it was the men woke me up at three or four o'clock in the morning; I had my papers all folded, and I was out on the street several hours before the wagons brought the papers to the other newsboys. When the other boys came on the street they would not find me there, and they used to wonder why I never sold Sunday papers. It was not until years later that some of them discovered what I had done, and how I managed to be in bed by the time they were starting to work.

Good Gear in Small Bulk

"When I meet new people this is generally what happens: First, they ask me how I managed to become the owner of more than two hundred theatres in this country and Canada. Then they look down curiously at my five feet six inches, and I know they are adding, in their own minds:

"How did a little fellow like you ever do it?"

Forty-six years ago I was born on the East Side of New York of parents so poor that it hurts to look back to those days. Conditions were so bad that at the age of six I was selling papers on the streets, running errands, and doing all sorts of odd jobs in the endeavor to help out at home.

The Spark That Lit Loew's

Sometimes I went to school, but always I sold papers. Though I was little more than a baby I fought bitterly to hold on to corners where crowds of people were passing. My mother would beg me not to go out in the freezing weather or in storms; but there was a spark of something in me that drove me out, not only "to get on the job" but to try to make my father and mother proud of me.

Yet, hard enough though the life was, it did me good.

Small Physique as a Spur

From the time I was eight years old I worked at various things. At twelve I entered a shop where maps were made. At the time I was much smaller than other boys of my age. The matter of my height and weight came a serious problem to me. I once even thought of having my neck stretched in an attempt to be as tal las other boys. But somehow I came to realize that it doesn't matter what your physique is, if only your brains and knowledge are big enough.

It was my ideas on this subject, however, that made me throw up that job, for when I asked for a raise one day, the boss shouted at me:

"You Little Peanut!"

"You little peanut! You ought to be glad you are getting such wages. You are only a little kid yet."

I resolved, then and there, to show this man what a "peanut" could accomplish in the world. So I told him to keep his old job, and I marched out.

When I was fourteen I got work as salesman for a printing plant. I did nothing extraordinary—unless you call hustling all day long "extraordinary"—but the boss liked me and, in spite of my being shy on both years and inches, I become a full-fledged partner.

For three years I remained there, and then came the period which arrives to many young fellows who achieve a small measure of success: I began to think I knew everything there was to know about the business world. The printing business was too small for my abilities, I thought. So I quit the firm and went into the fur business on borrowed money and credit.

To be brief, I failed, after two years of up-hill struggle. During those two years, I had sense enough to make a proper estimate of myself and to see that I was not quite as smart as I had once thought I was. Even more important was the learning of a lesson that I have never forgotten. I was only nineteen and so was not responsible for the business debts I had contracted. Many well-meaning friends pointed this out to me when I came face to face with the proposition either of evading payments of my debts and starting a new store with fresh credit, or of going to work as an employe in order to save enough money to pay what I owed. There was only one thing to do, and I did it. I went out on the road and became a salesman at $30 a week, paying my mother $12 a week to support her, and saving what I could from the remainder to pay back the $1,900 I owed. That involved, of course, much self-denial, but the happiest day in my life was the one when that debt was paid off.

It was not until I was twenty-three that my big chance to make money came along. A man induced me to go into the manufacturing of silk capes. And we did well fro mthe very first.

Began Theatre Idea at Thirty

For ten years, from 1894 to 1904, I manufactured silk capes. At thirty, I had a large sum of money put away, and a prosperous business, but still I wasn't satisfied with my life. I was beginning to wonder where I would be at forty. And so, happening to meet just then the man who is now the dearest friend I have, one of the noblest characters I have ever met, and my business partner still, I went into the theatrical busienss on a small scale with him. I refer to the greatest character-actor in America to-day—Mr. David Warfield.

In Pittsburgh, Warfield had met, and had become interested in, a salesman for a wonderful machine. You dropped a penny into it, turned a crank, and saw moving pictures before your eys. These were the forerunners of the "movies" and Warfield was delighted with the novelty of the idea. He put the proposition up to me and, eager to invest my money in something new, Warfield and I, together with some other men, put up forty thousand dollars, and built and opened the Penny Arcade on Fourteenth Street, New York City. It is still running.

The place was a success from the very start; but my ideas of management differed from those held by the other partners in the concern. So, after a short time, Warfield and I withdrew our money, and started other arcades under our own management.

Another Failure

I hated to locate them where they would be in direct competition with my former partners, and so I chose other locations, which turned out to be poor ones. At the end of three years I was forced to confess that I had made a failure.

But I would not give up. I still had faith in the future of penny arcades, and moving pictures, and when another chance came to go back to the manufacturing business, I turned down the offer.

The value of faith and keeping up good cheer is shown, I think, by the fact that an arcade purchased a few weeks later in Cincinnati turned in a profit of fifty thousand dolars the first year I ran it. Yet I had worked no great magic; I had only installed some new machines, freshened up the place a bit, and then just watched the crowds pour in day and night.

But it was too dull for me, with nothing to do all day long except watch the young and old drop their pennies into the machines and turn the cranks to see the pictures. I was impatient for some real work; and yet it was by watching these people that the great idea of my life came to me.

Success, and the Reason For It

I had been asking myself the reason for the popularity of these machines, and I worked it out like this:

"They are successful," I said to myself, "because they are a cheap and popular entertainment above all a cheap entertainment. The poor man with a small earning capacity wants to be amused and entertained just as much as the comfortable man or the wealthy one. The only difference is that he cannot afford to pay two dollars, one dollar, or even fifty cents for a seat in a theatre, and, therefore, he crowds the arcade."

Then the development came to me. If he was willing to spend three or four cents to stand up and look at pictures, he would be just as willing to pay five or ten cents to sit down in a comfortable seat and watch the real motion pictures on the screen.

"The Movies"

I tried in Cincinnati the idea of a theater devoted exclusively to pictures—and it was an instantaneous success. People came flocking to the place at a five-cent admission. Realizing that New York City would be a gold mine if the same principles would work there, I came to New York and opened the first real

(Continued on page 70.)

Quick Working Bankruptcy Act Needed

Former Secretary of the Canadian Credit Men's Association Supports the Legislation Proposed by S. W. Jacobs, of Montreal, as Effective, Economical and Far-reaching

THOMAS W. LEARIE, former secretary of the Canadian Credit Men's Association in the following article discusses from the viewpoint of commercial manufacturers the proposed Dominion Bankruptcy Act. He deals especially with alleged defects as outlined in an article in a recent issue of *Industrial Canada,* by H. Macdonald, and shows that Government statistics prove that the United States Bankruptcy Act has been very largely an utter failure from the standpoint of returns to the creditors. Canadian business men, he declares, do not want the handling of all bankruptcy proceedings placed under the jurisdiction of an individual, a commission or a court as the legal processes involved are too complicated and expensive. Under this system the cost would fall upon the creditors. What is needed, he argues, is a bankruptcy act which will provide uniform legislation throughout the Dominion, free from the red tape and delays incident to official procedure, prompt and operative at a minimum cost.

He expresses the opinion that the bill introduced by S. W. Jacobs, K.C., of Montreal, at the last session of Parliament is the most simple and effective piece of legislation yet proposed to cover the requirements of Canadian firms.

MANY Canadian manufacturers, especially commercial manufacturers as differentiated from those engaged in industrial operations, interested in the passage of a Bankruptcy Act for Canada, and having some knowledge of the bill introduced at the last session of the Dominion Parliament by S. W. Jacobs, K.C., of Montreal, were surprised to a considerable degree at the article which recently appeared in *Industrial Canada,* from the pen of Mr. H. Macdonald under the caption of "Proposed Dominion Bankruptcy Act Defects."

To manufacturers, wholesalers and retailers not acquainted with the writer of the article in question, it is desirable to state that Mr. Macdonald is the secretary of the Toronto branch of the Canadian Manufacturers' Association, and at present, during the absence of the general secretary of the association, G. M. Murray, at Ottawa in connection with war work, is acting in his stead.

Peculiar Viewpoint

Mr. Macdonald is a Scotsman, and derived his knowledge of both business and bankruptcy proceedings very largely in the Old Country. Naturally, though, having adapted himself to Canadian ways, he seems to us to have a point of view on bankruptcy not wholly true from the standpoint of Canadian business, and through his article is endeavoring to create a favorable aspect for it that is neither in the interests of nor in accord with Canadian business requirements.

As Mr. Macdonald says in opening his article the Canadian Manufacturers' Association has in the past five years placed itself on record as favoring the general provision of a Bankruptcy Act—**without committing itself to any details.** In that same period there has existed a reasonable need for such a measure as would bring uniformity in insolvency practice throughout Canada. The fact that the Canadian Manufacturers' Association (which, to our mind, represents the industrial manufacturers of Canada rather than those who are manufacturing and selling to the retail trade direct) has not felt it incumbent upon itself to go further than endorse a bankruptcy act in the abstract, rather than develop it in the form of a definite bill, is an evidence that those whom the organization represents are not vitally interested, but only indifferently so, in such a measure. Consequently any discussion of a bankruptcy act should aim at reaching those who will be most affected by its provisions. We believe these to be manufacturers who sell direct to the retail trade and wholesalers and retailers.

Not Well Represented

That the Canadian Manufacturers' Association does not represent the commercial manufacturers as it should, nor hold any brief for wholesalers or retailers, is obviously one reason why the writer of the article does not show a true understanding of Canadian commercial requirements in a bankruptcy act.

Great Britain and the United States are outstanding exponents of the operations of bankruptcy bills. That they are successful in the truest sense of the term is open to some considerable question, and it is absolutely true that there is a growing body of opposition to the Bankruptcy Act of the United States and for the reasons which we hereinafter show.

Canadian Experience Unfortunate

Canadian experience in bankruptcy legislation has been most unfortunate and our commercial interests of the late 70's were so entirely dissatisfied with the Bankruptcy Act which was then in force that they secured its repeal in 1880—the main reasons for the repeal being that it was administered to the entire dissatisfaction of creditors and with great cost and expense and consequent loss to them.

Since that time the liquidation of insolvent estates has been conducted through the medium of assignment acts passed by each of the different provinces. Without entering into any discussion as to the merits of these different enactments, we believe that it is within the truth to say that the Assignment Act of the Province of Ontario stands to-day as a piece of insolvency legislation unexcelled anywhere for equity, promptness and cheapness in cost of operation and freedom from the annoyances of court procedure and red tape.

Bill Must Meet Our Needs

Mr. Macdonald's contention that British precedent is the natural and proper tendency to be followed in the preparation of a Canadian bankruptcy law is correct, but we conceive it to be a reasonable deduction that it should be followed as guiding in principle only and not as a hard and fast form for concrete adoption. The British bankruptcy law may be the best form of such legislation possible for the United Kingdom, but in a country of the length and breadth of Canada with such a scattered population as we have, we doubt whether the Act in force there or a general adoption of its features *in toto* would be for our benefit. We speak of the British Bankruptcy Act with temerity, having a very limited general knowledge of its terms, but as the United States law is framed on the same basis, we are applying their experience to our needs in making this statement.

U. S. Bankruptcy Administration Criticized

At the present time there is considerable agitation among business interests in the United States in opposition to their bankruptcy law. It is meeting with a great deal of criticism and almost entirely for the reason that it in-

volves too much court procedure and legal representation, with consequent heavy costs and unreasonable delays; and in view of claims having been entrusted to a certain class of solicitors there have cropped up many unfair practices which have raised the ire of creditors all over the country.

The National Association of Credit Men, while favorable to the United States Bankruptcy Act and strong for its retention, admits that its administration through its stipulated processes in the hands of official authority has very largely been an utter failure and a bitter disappointment from the standpoint of financial returns to creditors.

That there exists a basis for this attitude is apparent when one looks into the United States Governmental reports on bankruptcy. We submit the following facts from the returns made to that Government in 1911-12-13, and that they will prove interesting reading to Canadian manufacturers, wholesalers and retailers alike we have not the slightest doubt.

Some Government Statistics

In 1911 the total liabilities in all cases of voluntary and involuntary bankruptcy in the United States amounted to $165,-014,725. The value of the accumulated assets coming into the hands of the courts is not given but the amount realized thereon was $33,501,672. Our Canadian experience is that in most estates the original assets would be equivalent to at least ninety per cent. of the total liabilities so that the realization by bankruptcy officials was not better than approximately twenty-five per cent. of inventory value. Of the amount realized, secured creditors got their claims in full $8,256,918, and unsecured creditors got $18,676,784 on their direct liability of $156,757,807. To administer the amount realized the officials received as commissions: Attorneys' fees, etc., the sum of $3,129,844, and in addition spent $3,086,022, on other costs, or a total expense of $6,215,866, about one-third the amount paid to unsecured creditors. In Canadian experience the cost of administering estates to-day hovers between ten and twenty per cent., and the latter figure is rarely ever reached except in exceptional cases, while in this record the average is twenty per cent.

In 1912, the United States reports of bankruptcy show total liabilities of $170,153,496, and the amount realized from assets for distribution, $38,554,009. Secured creditors got $8,683,868, in cash, and $6,748,176 in property which the courts did not handle, but allowed. The unsecured creditors got $16,248,647 on $154,721,512 worth of direct liability. Court officials got in commissions, attorneys' fees, etc., $3,503,888, or better than twenty per cent. of unsecured creditors' dividends, and in addition spent $3,369,-575 in costs of handling, or a total of $6,873,463 to administer and distribute $38,554,009, better than forty per cent. of the amount the unsecured creditors got, or approximately twenty one per cent. of the actual cash handled.

In 1913 their Governmental returns showed liabilities in bankruptcy of $227,083,214. From the assets the officials realized $52,571,396. The secured creditors got $13,728,612 in cash and $13,112,406 in property, which officials did not administer, while the unsecured creditors got $15,964,336, leaving the tremendous sum of $184,277,860 to be written off to bad debts. The court officials and attorneys got commissions, fees, etc., aggregating $5,009,114, or almost one-third of the amount the general creditors got, and in addition spent another $4,756,913 in administrative costs or a total expense in handling assets which realized $52,571,396, of $9,766,027, over 60 per cent. of the amount paid the unsecured creditors, or approximately twenty-five per cent. of the actual cash handled.

Canadian readers interested in any system of bankruptcy will realize from these figures something of the burden they might have to bear were Mr. Macdonald's particular form of enactment made law in this country, but the Jacobs bill is framed on the basis of the elimination of excessive court costs and obviates largely any such expense.

Brief History of the Jacobs Bill

The Act which has been sponsored by Mr. Jacobs for Canada is substantially a bill drawn up by Mr. H. P. Grundy of the law firm of Pitblado, Hoskins & Grundy Co., Winnipeg. This bill, which was drafted at the request of the Canadian Credit Men's Association, was submitted to several revising solicitors, notably A. C. McMaster, K.C., of McMaster, Montgomery, Fluery Co., Toronto, E. J. Jackson of MacKenzie Brown & Co. of Regina, and others. Its provisions and terms as outlined by Mr. Grundy and others in a series of addresses before various trade and commercial bodies throughout Canada secured for it strong endorsation and commendation, among such being the Manitoba branch of the Canadian Manufacturers' Association. Mr. Jacobs found it to embody what in his opinions were the essential things to a desirable act for Canada, and especially is this so when it is borne in mind that the Government was intensely opposed to the introduction of any bill which necessitated the establishment of new courts or a new judiciary in Canada. Furthermore, the special committee appointed by the House of Commons to study the measure after its introduction, have reported it, with but comparatively few changes from the original and these of a very minor character, and none along the line which Mr. Macdonald favors.

Proposed Amendments and Revisions

Mr. Macdonald's contentions in respect to the proposed bill are that it should be amended and revised to embrace the following features:

1. The Act ought to provide for a central head responsible for the more important features of administration.

2. There should be a central office in which records should be filed and to which recourse would be had for information.

3. Provision should be made whereby the central office could influence, if not control, the policy to be pursued thoroughout Canada in the matter of the discharge of bankrupts.

4. It should be one of the functions of the central office to give advice, more or less informally to trustees in the administration of estates.

5. The auditing of accounts of all estates should be finally checked up by the central office and the discharge of trustees regulated.

6. The question of to what extent judges or judicial officers should be subject to the central officers could be left open. An analogy is to be found in the functions of the Official Guardian in Ontario.

7. If the judges of the present Provincial Courts are to be utilized they should be specifically designated and accredited by the Dominion as in the case of the Admiralty Judges.

8. The Registrars and other officials should also be specially designated by and responsible to Dominion authority.

Substantially this means that Mr. Macdonald would place the handling of all bankruptcy procedings in Canada under the jurisdiction of an individual, a commission, or a court to be established for the purpose of handling it. That all proceedings would be by "court or official order" and therefore under the complete control and direction of the official fraternity.

Canadian Business Opposed

We do not believe that that is what the business men of Canada want. We believe that to this proposition the commercial interests of this country are unalterably opposed. Most Canadian manufacturers and wholesalers who have had their eye teeth cut on the court procedure of the Insolvency Law of the Province of Quebec or under the terms of the Dominion Winding-up Act know a good deal of the workings of court procedure and more of the costs and vexations attendant upon such control of liquidation proceedings than they care to remember.

We most heartily concur with Mr. Macdonald's argument that the important things in connection with any system of bankruptcy are (1) the administration of the estate, and (2) the discharge of the bankrupt. Of these, the first is very much the more vital, in that what the creditors get and what the bankrupt may have left are entirely dependent upon it.

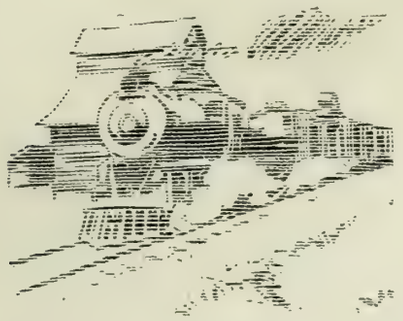
Let Creditors Administer

Following Mr. Macdonald's argument, he sets up the contention that in order to secure the best administration, it is necessary to create a central controlling office or Bankruptcy Court or Bankruptcy Commission with officials for the purpose of handling bankruptcy procedings. Our contention is that the parties best qualified to administer the estate are those most vitally interested in it, and right there we are confronted with the fact that the creditors are usually the most vitally interested. Why

Continued on page 84

GETTING THE BEST FROM THE WEST IN MEN'S WEAR

From Five and Twenty Years' Experience of Western Conditions Lean and Prosperous, as Recorded by the Diamond Clothing Company of Calgary Read the Message of Enthusiasm as Regards To-day's Outlook.



WHAT of the West? How about business conditions in the men's wear trade particularly, in the cities and towns of the wheat provinces? There have been accounts of poor harvest conditions in many districts. From the practical business point of view of a men's wear dealer in a principal prairie centre this is the outlook, and it is, as you will see, encouraging:

Crop Failure Can Be Carried

"Even with the 1918 crops not as good as in previous years owing to the unfortunate lack of moisture in the early spring, we do not look for hard times, for to-day the country generally—and the farmers in particular— are in a position far superior to their position at the outbreak of the war. With the increased price of their products they are prosperous in comparison to conditions of years gone by."

You have just read the views of Charles Benjamin, manager of the Diamond Clothing Company, Limited, of Calgary, Alberta. For over a quarter of a centry this firm has been doing business in Calgary. Experience and a wide knowledge of the ways of the West as they bear upon the men's wear business, are behind the opinions quoted. When you read further and find the varied nature of the conditions through which the Diamond Clothing Company has passed and progressed since its establishment in a log cabin in Calgary you will surely share in the optimism that this firm expresses as regards the Western outlook. And out of optimism of course is born business victory.

"Cow-Town" Days in Calgary

When Calgary was a "cow-town"—when the shaggy rough-riders whirled through its streets raising a dust in more ways than one, or lounged in good-natured indolence at sketchily defined street corners commanding short vistas of log-cabins and frame shacks—Mr. William Diamond "blew into" the city meaning to make a start in the men's wear business. The men's wear business for husky fellows who could make one buck-skin shirt and the absolute necessities for respectability and hard saddle work serve for six months at a pinch! The prospects for brisk business looked blue. But Mr. Diamond was not down-hearted.

Took a Broad Outlook

Mr. Diamond took a broad outlook upon the situation literally and figuratively. He had little else but the wide prairies to gaze upon from the door of the log shack he rented. There was only one business street which was of the primitive type, unpaved, and with ill-defined sidewalks. Yet in that log cabin Mr. William Diamond and his wife (whose share in the work must never be forgotten) laid the foundations of a men's wear business which is to-day recognized as one of the best known on the main lines west of Montreal.

Mr. Diamond, be it recorded, began business with some misgivings as the wants of the pioneers of those days even apart from the cow-punchers, were of the simplest. Only the roughest and coarsest in men's clothing was called for. But Mr. Diamond put in his stock, and his wife and he worked as clerks in the store and worked well.

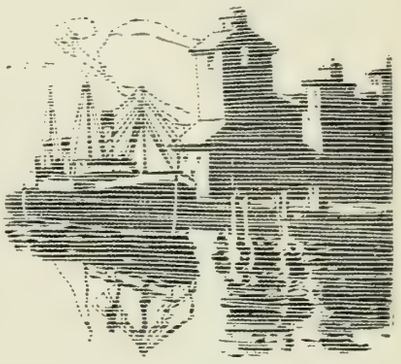
The Early Location

The log building in which they started was situated between what is to-day, Centre street and First street east on Eighth avenue. The Liberty Movie Theatre is built on the site to-day.

After occupying this building for about three years, he moved into a larger building next door, for Calgary at that time was experiencing one of her initial booms. In this store as the business grew, he gradually began to branch out, and put in more and better merchandise. This store Mr. Diamond occupied for twenty-three years, during which time it was rebuilt and altered several times. It had during that time three different store fronts. The photo shows the second front.

"Reinforcements" and Expansion

In 1900 Mr. Charles Benjamin joined forces with Mr. Diamond in Calgary, and in the course of time, Mr. Diamond decided to open a clothing store in Edmonton. This was done under the organization and management of Mr. Benjamin in 1905. However, Mr. Diamond decided to live in Edmonton, and so took over that store, and Mr. Benjamin came back to Calgary to take up the reins of management.



Mr. Benjamin found Calgary a flourishing though small city. Upon looking over the situation Mr. Benjamin saw great opportunities for a bigger and better business—and with energy he went after it. A complete change in the store appearance, was made—new and better merchandise filled the shelves—experiments of all kinds were tried, and exclusive lines introduced, and the highest class of business was sought after.

As a result of these experiments the Diamond Company store now occupies the position of exclusive agent for some of the finest lines in the way of imported goods both from Great Britain and the United States. The store teems with all lines of articles for which the particular man calls. The most fastidious customer can outfit himself here from head to toe.

Vast Change From Old Days

The rapid growth of the Great West, especially in the rural districts, has made a wonderful change in the requirements of the man in his dress to-day—no longer is he satisfied with any sort of clothes—he wants the best and is willing to pay the price. Even with the enormous increase in prices of all reuirements, the customer realizes that to-day if he wants true economy, he will not find it in the cheaper article, and with the coming of the automobile, which has made distance no object to him, he will travel to the larger centres to do his buying, unless his home town has what he wants.

"This state of affairs," says Mr. Benjamin, "we believe has come to stay, and in the coming years we believe that this high standard will be maintained—cheap

merchandise will be eliminated for good and all—there being a realization that the better class lines are cheapest in the long run."

Voice of Experience

Mr. Benjamin makes this assertion after years' of experience in the West, during which he has watched the steady progress of taste and demand amongst many customers of long standing, as well as the inevitable alterations in demand due to the influx of new settlers in large numbers from time to time. The effects of Western development upon a men's wear business have been indicated already to some extent, but these are unrestingly progressive always.

In 1915 the company began to realize that they had outgrown the space at their disposal, so began to look around for a more up-to-date and larger premises. Eventually they moved into their present splendid new quarters in "The MacLean Block," in February, 1917—installing entirely new fixtures with every known up to the minute device for displaying their many lines of merchandise.

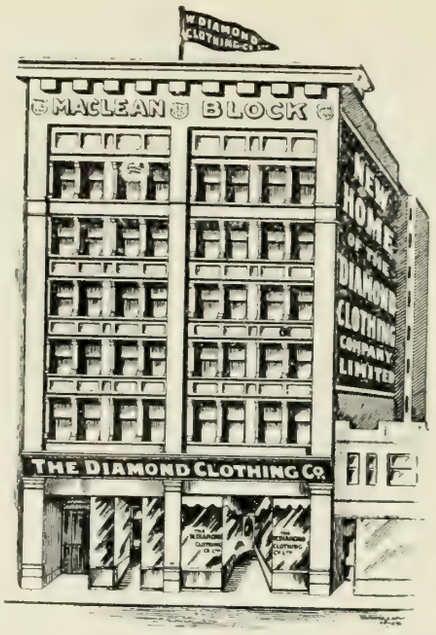
The enormous growth of the business to-day is by business critics declared to be entirely due to the untiring energy of the manager, Mr. Benjamin, who is a keen buyer, and follows the market very closely. He often goes East on buying and information trips to enable him to keep in touch with current prices and styles, and he is a close reader of his business newspapers with its specialized information on conditions in the men's wear trade.

The Way of the West to Wealth

It has been hinted at the opening of this article that there has been some reason for anxiety as to the outlook for business of all kinds in Western towns and cities owing to the reported failure of sections of the wheat crop. As a matter of fact so serious was the apprehension felt in the East on this score some weeks ago that a leading business newspaper—*The Financial Post*—sent its editor out over an extended tour of the wheat areas in order to get for its readers the very truth at first hand on the business and farming conditions of the prairie districts.

But in Mr. Benjamin's experience of the West under varying conditions much reassurance exists for members of the men's wear trade.

According to Mr. Benjamin, the real estate boom of several years ago was responsible for a lot of artificial prosperity, which although appreciated in a way, was looked upon with much disfavor by most of the old residents, who knew it was not stable. Still, all new localities



Store front of the Diamond Clothing Company, Limited, Calgary.

are more or less vexed with these booms—and few were surprised when the slump finally came. With it business again became normal, and not only that, it settled itself more solidly and remained so. The oil boom was not of long enough duration to have any effect one way or the other. The public were oil mad, and found no time for extravagant purchasing of any thing except that elusive commodity, oil.

The outbreak of the war however, was different, owing to the terrible uncertainty. The lack of work, and the rush of men of all stations to enlist, generally caused a bad busines depression which for the time loked serious. Many were the retrenchments decided upon for the future—which was not looking good. Luckily this depression did not last long owing to the splendid crops of the last three years, and business since 1914 has excelled even the boom times.

Outlook Is Still Good

At the opening of this article a clear indication was given of the way in which Mr. Benjamin regards the outlook in the men's wear trade, and indeed for business generally, in spite of the disappointment in some districts as to the harvest. And here is Mr. Benjamin's parting message—still as ever optimistic:

"The wonderful strides that this great West has taken in the past and is doing at the present leaves us very optimistic for the future, for we are only yet in our infancy—have lots to grow—and lots to learn."

SHELLAC TO GO STILL HIGHER

THE shellac market in Calcutta has advanced, which, taken in conjunction with present scarcity of stocks, makes further price advances in the States seem certain. Canadian hat manufacturers will have to make allowance for these increases in fixing their hat prices—just another factor, this, which will require retailers to pay more than ever for their hats.

JUST AVERAGE ABILITY

(Continued from page 66.)

motion picture house the city had ever seen, taking in as my profit the first week five hundred and twelve dollars, at five cents a seat.

My theater contained only one hundred and sixty seats, but they were continuously filled afternoon and evening. I gave some six reels of pictures and the entertainment lasted for about half an hour.

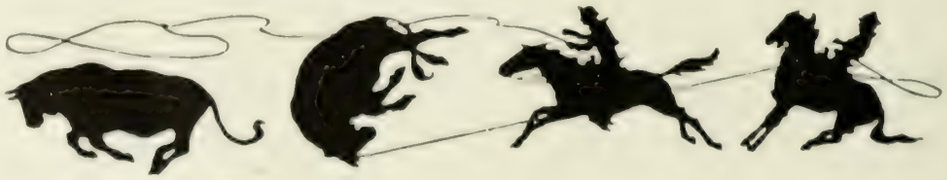
I could not patent the idea of showing only motion pictures, but I could realize quickly on it. In six months I had organized and run under my management forty-two theaters in the heart of New York, each one of them charging five cents and each one making a big profit. New York seemed to go wild over the idea; and other men began to compete with me by opening bigger and better picture houses.

The Typical Loew's Theatre

It was then that I developed the idea of the neighborhood theater. I had been right in my idea of the masses seeking cheap entertainment, and so I had enough confidence in my judgment to carry the thing one step further. I had been observing that the man or woman who had worked hard all day, and who had traveled down-town to work in the morning and up-town again in the evening, did not care to travel up and down again, get dressed up, and spend the car fare necessary to reach a theater. In many cases a man would not do this even if he could afford to pay the high prices; and so I figured that from these two classes I could draw enough patronage to fill a theater giving vaudeville as well as motion pictures. So I began to build up my circuit of vaudeville houses.

I rented a regular theater in Brooklyn that had been playing two-dollar attractions, and put in my idea of a good family vaudeville show at prices ranging from ten to twenty-five cents, making it fifteen cents in the afternoon. Everyone scoffed at the idea of turning such a fine theater into a movie house, but the first year of my lease it earned sixty-three thousand dollars.

Encouraged by my success I went to other cities, picked out favorable sites, and either built or leased theaters which I ran under the same policy. As the business grew, the small theaters were given up and we built newer and more modern houses, costing from a half million to a million dollars each. In Brooklyn, where I made my first start, we are now building a theater that will cost two million dollars when completed.



A THREE-FIRM MAIL ORDER CATALOG MAKING GOOD

Trio of Enterprising Merchants of New Liskeard, Ontario, Take Up An Idea of Their Board of Trade, and Build Business By It.

WESLEY McKNIGHT, CLOTHING

WE ARE

The "RIGHT" Mail Order Hat House

1st—BECAUSE of our personal acquaintance we can best select a HAT to suit you.

2nd—BECAUSE we carry such a large range we are most likely to have the very Hat you want

3rd—BECAUSE our profits on Hats have always been figured closer than the standard margin known in the trade.

THE BRANDS WE CARRY

For love of Old England wear a KENMORE or a BUCKLEY.
For love of Canada wear a "CANADA" BRAND.
We also carry "Hames" and "BORSALINO", all sizes, all shapes, all shades. FEDORAS and STIFFS.

NO. 196—Black Stiff Hats, Kenmore and Buckley, in fine becoming shapes for young men, big men, fat men, thin men and normal men. Prices $2.00, $2.25, $2.50, $3.00, $3.50, $4.00.

NO. 197—Fedora Hats, new shapes and shades of Greys, Browns, Greens, Blues and Blacks in Kenmore, Buckley, Hames and Borsalino. Prices $2.50, $3.00, $3.50, $4.00, $5.00

NO. 198—"CANADA" HATS. Price ..$1.25, $1.50, $1.75, $2.00, $2.50

STRAW HATS

NO. 199—Men's Straw Sailor Hats. Price ... ... $1.50 to $5.00
NO. 200—Men's Fedora Straws. Price 75c., $1.50, $2.50
NO.201—Men's Common Straws. Price . 20c, 25c, 35c, 50c
NO. 202—Boys' Dress Straws, snap rims. Price 35c, 50c, 75c,, $1.00
NO. 203—Boys' Common Straws. Price 15c, 20c, 25c.

Order by number describe the color and style you want, enclose the price you want to pay, or if possible visit our store. We will make your purchasing a pleasure

MAIL ORDER DEPARTMENT OF
WESLEY McKNIGHT S. GREENWOOD & SONS
THE GEO. TAYLOR HARDWARE LIMITED
OF NEW LISKEARD, ONT.

Make a separate Order Sheet for each Merchant's Goods. One Money Order covering the totals of Orders will be sufficient.

To .....
NEW LISKEARD, ONT.

DEAR SIRS :—

Please send the following goods by Express / Mail / Freight

To M .....

Name of Station .....

Post Office .....

OUR TERMS ARE CASH WITH ORDER

Remit by MONEY ORDER, POSTAL NOTE OR BANK DRAFT.

State exact amount of money enclosed.

$ .....

Quantities Wanted		Page in Catalogue	Price of Article $ c	Total $ c

A men's wear page of the Three Firm Catalogue that has paid New Liskeard merchants so well. Also the order form enclosed with the catalogue in triplicate, which may be sent to any of the firms for attention by each, any, or all of them.

OUT of an ambitious scheme by which the whole fifteen merchants of New Liskeard, Ontario, were to combine in an effort to secure the mail order business of their territory at its very widest there has developed something more concentrated, and very effective in the form of the "Three Firm" Mail Order Catalogue and Service provided by Wesley McKnight, clothing and men's wear; S. Greenwood & Sons, groceries, and the Geo. Taylor Hardware Limited. All three firms are of New Liskeard, and all three with their names on the cover of one catalogue are profitably sharing the mail order business of a considerable territory.

Cost of the Catalogue

The catalogue cost some $700 to produce and get into the hands of prospective customers. It contains 66 pages so that its cost works out to about $10 per page. The merchants paid for their share at this rate proportionate to the number of pages they took. There were also some advertising pages in the catalogue, a bank, a telephone company, and a dealer in gramaphones used page space, also an iron works with tanks (not the war-zone type) to illustrate and sell. Thus the selling influence of the catalogue was appreciated by others besides the three firms most directly interested.

The Need That Arose

Particulars of the development of this triple approach to the mail order customers cannot be better given than in the words of Mr. Wm. A. Taylor of the George Taylor Hardware. He says:

"Situated as we are in a new district, where the settlers' only means of transportation is by wagon road to some parts of our one line of railway which runs through the centre of the district, we found that a great amount of our trade was being sent to the catalogue houses of the cities. It was much more convenient to forward an order to the catalogue houses than it was to order through us, as in buying our goods it necessitated a trip to the railway and meant losing a day or in some cases two days, before reaching home again. This was a great inconvenience to the buyer. His only other way was to write for prices and descriptions before ordering. This was not very satisfactory owing to the delay and our inability to supply illustrations of the different kinds of goods that might be inquired for.

The Original Idea

"The catalogue question was originally taken up by our local board of trade with the object in view of cataloguing the goods of all local merchants, about fifteen in all, the orders to be handled through one office and orders distributed to the merchant whose number applied to the goods picked up by customer. The merchants would forward the orders to one centre for packing and shipment. This appeared pretty expensive to most of our merchants and the change was so radical that they would not attempt it.

"Two merchants, however, Messrs. W. McKnight and S. Greenwood, with ourselves, the Geo. Taylor Hardware, Limited, thought so well of the idea that we went ahead and completed a small catalogue of 66 pages, covering our Spring and Summer lines most in need. We

mailed two thousand copies of this issue and while returns have not swamped us with business we have had a large amount of business from it and what is most important of all in our minds it is new business, business that in the past we had not been getting."

A Businesslike Estimate

As showing that these firms didn't go in for this catalogue with any vain idea of absurdly "easy money" and that they know the worth of advertising that does its work quietly, the following further note from Mr. Taylor's letter may be studied. It conveys a whole address on practical advertising for the retail merchant, and embodies sound principles that apply to all advertising. He writes regarding the work of the catalogue as publicity:

"In addition to direct orders with money enclosed, we consider that it is much better advertising than we get through our local paper, owing to the limited number of subscribers they have. In a great number of cases the settler who is forty miles away is not a subscriber to the local paper as he is getting a paper from the city, or the paper from his old section. This may be remedied in time as the district opens, but in the meantime, we consider our catalogue has it over the local paper. We have not let up on the local paper, however, but are running our regular ad."

Three Orders—One Envelope

Three mail order forms for use with the catalogue are enclosed between two of its pages, but only one return envelope is enclosed. Each order form bears the names of all three firms concerned so that it is possible for a customer to fill in all three forms, one for each firm, and mail them in one envelope to any one of the firms with perfect assurance that all his orders will be duly filled. This is a fine example of co-operation in business, the new spirit of the business world, the spirit of business that wins, the spirit that wins in war as well, as is proved in France.

And Progress Is Being Made

But the enterprise has not ended with the catalogue, however successful it may be so far. There is further development in sight. Here is a hint of it in Mr. Taylor's account of the matter:

"There is one thing that has struck the writer, however, and that is, even with the catalogue out, we should have some sort of a follow-up, drawing the customer's attention to the seasonable lines as they come around. This has been brought to my attention by inquiries we have received for catalogue goods from customers who have the catalogue.

"We think so much of the idea that we are at present time arranging matter for Fall and Winter goods and are trying to get the work out for September 15th, 1918.

An Opportunity for Service

An example of an opportunity for rendering an appreciated service to distant customers is shown also in the following further note from Mr. Taylor:

"In speaking of our particular section of the catalogue, we have endeavored to list only the goods in demand by the new settlers and in addition, have added the line of our local sash and door factory which we found worked in very well with our lines. We handled this on a commission basis and found that it brought us a number of orders as it is very convenient for our customer to get his order complete."

Clearly the catalogue issued in the names of three firms is making good, and quite possibly the same idea may yet be tried out on the larger scale and carried to success for more than three or four firms. There are immense economies for stores and for customers in the shortening of the distance over which goods need be sent by express. If ordered from the great cities and sent out by express they are bound to come higher than if sent in the first case to the district centre by freight in bulk, and distributed over the shorter hauls through catalogue and mail order to the district merchants. The idea is still young, but it is proving a lusty youngster.

SO ARE WE ALL

This, from the *Brantford Courier's* account of the Brantford Merchants' Dollar Day automobile trip, is good:

"We'll say, from the amount eaten by these merchants, that they are, each and every one, conserving food at home."

Autumnal Effect Helpful

A FEW more weeks, and the green will fade into the "sere and yellow leaf."

Nothing will make a Fall window more attractive—more attention compelling—than a use of these bright leaves in the trim. As background they are splendid, and with very little trouble and expense they can be made to give the suggestion of coming winter and preparation for Winter needs.

The trim shown herewith, arranged by McCay & Son, Oxbow, Sask., illustrates the use of leaves. How these help the purpose of the window is very evident.

Interior view of A. J. McBride's Lindsay store. Mr. McBride may be seen near the back.

ADOPTING FACTORS WHICH MAKE FOR SUCCESS

A. J. McBride Makes Changes in the Lindsay Business He Has Secured to Put it in Line With What He Has Observed Brings Success—Store on a Cash Basis, and Very First Month of Operation shows Fine Increase

A MAN who knows a good deal about the publishing business wrote a book for young men on the subject, "How to Start a Newspaper." His first bit of advice was DON'T. Don't start a new paper, buy an old one. He went on to explain that what was bought might be poor—in which case it would of course be bought cheaply, but even if the old paper were poor there would be something gained by the purchase—some good will, some records—which would be well worth the price paid; something which would save the buyer a great deal of the vexation and trouble he would be sure to encounter were he to start an absolutely new paper. Were the newspaper bought a good one, of course, the benefits would be proportionately larger, though of course the sum paid would be larger, too.

As with all advice there are instance in which it perhaps should not be followed too closely, yet as a general rule the principle laid down by this publisher is undoubtedly good, and applies as much to one entering the men's wear business as to one planning to start a newspaper. It was doubtless a realization of the advantages of purchasing a going business rather than commencing to build one from the ground up which led A. J. McBride to secure the men's wear store of J. Carter, in Lindsay. Mr. McBride, of course, got the big benefit which comes from buying a business which had done splendidly for the community, and which, as a result, had many friends and a recognized standing.

Some Changes Made

But every man in taking over a business, and commencing the work of infusing his own personality, makes changes. So it has been in Mr. McBride's case. For a long time Mr. McBride has had a desire to enter the retail men's wear field. During his connection with the Crescent Shirt Company he has certainly been a close observer of retailing methods; has studied successes and failures, and has come to certain conclusions as to the reasons lying behind both. Hence, while Mr. McBride has not said this, it is reasonable to suppose that there may be seen in his taking over of this business, and in the changes which he has already brought into effect, in, also, some policies he has laid down for the store, factors which this student of the men's wear trade feels build for success.

Because of this it is well worth the while of all merchants to consider what Mr. McBride has done.

First of all he opened in Lindsay, and here MEN'S WEAR REVIEW has his reason in his own words: "I think Lindsay has a good future, and it will not have the ups and downs which might be expected in a town full of factories. The store caters to the better class trade, both town and farmers. The surrounding

(Continued on page 77)

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, August 25.—From reports now at hand a very satisfactory increase in the Canadian wool clip has been made. This is perhaps more pronounced at various points throughout the West than in any other part of the country.

Indications are that Canadian manufacturers have taken a much larger percentage of the clip than in previous years. However, as the fifteen days' option extended by the growers to the Canadian Wool Commission has expired and little buying interest is now manifest, shipments are being made to United States markets. The arrival of Australian wool on the Canadian market at a lower price than Canadian has brought about present lack of buying activity, and no inducement is being held out to growers to keep further supplies of Canadian wool for Canadian looms, though it may be needed at a later date.

Prices on cashmere hosiery for Spring, 1919, show an advance of about 33 1/3 per cent. over opening prices for 1918. Some manufacturers report their mills already sold up, the demand far exceeding their possible output under present conditions.

The same conditions may be said to apply to cotton hosiery, advances ranging 25 to 40 per cent. above opening prices for 1918, and delivery to be made on an allotment basis. Cotton underwear, prices on which were named a couple of months ago, has been withdrawn in some instances by manufacturers ,who state they are sold up for a year.

New prices on felt hats are going to be very high. The cheapest Canadian hat will be around $31.50, while English hats at $60, and Italian at around $62 look about the lowest figures for Spring delivery. Prices on American hats are extremely high, and it is intimated that this market will be shut off to Canadian buyers. Wool hats at $18-$19.50 are expected to have a very good run in view of the high price of felts.

Clothing prices continue to climb, and there is a hint that cotton-warp worsteds for civilians may come. Overcoatings present the greatest difficulty as regards supplies, and the trade may have to be satisfied with a marked restriction in range and materials available.

An advance of $1 per dozen in overalls is reported. The fact that mills have undertaken to supply 2,000,000 yards of denim to the Canadian Government may be considered a factor which will in all probability slow up deliveries of domestic orders.

YARN PRICES EXPECTED

Textile Trade Looking for Fixed Prices on Cotton Yarns—Business Generally Quiet

COTTONS.—Cotton yarn prices approved by [illegible] and the trade have been submitted to Washington for the approval of the authorities there and an announcement of their acceptance is looked for daily. With price fixing so near at hand the tendency of the trade—both merchants and manufacturers—is to confine their business to yarns that may be held in stock for spot delivery. The situation to-day is rather unsatisfactory to the textile trade for there is apparently plenty of business but no standard as far as price is concerned to work on. Immediate action is wanted and will likely be forthcoming.

Prices have already been set on some cotton goods and indications are that in some lines these prices are well below reproduction costs at to-day's nominal prices on necessary yarns. It can be seen then why spinners are unwilling to quote as the action of the price-fixing committee is hard to determine. Complete regulation of cotton products in all its branches is hoped for by the majority of sources. The feeling exists that if cotton goods and cotton yarns are to be regulated, the price of the staple should be regulated as well. Similar powers can be employed to compel cotton planters to grow cotton at fixed prices that are used to compel a cotton yarn mill to make yarns at fixed prices.

Government business handled by Canadian mills will, it is thought, be handled on the same basis as that in the United States, but whether domestic trade will come under Government jurisdiction as far as prices are concerned is an uncertainty.

Underwear manufacturers have withdrawn from the market in some cases on spring business. These report their total output for the year sold up. Hosiery prices are out and show stiff advances of from 25 to 40 per cent. Overalls have advanced another dollar in some quarters and the fact that mills have accepted orders for 2,000,000 yards denim for the Canadian Government will undoubtedly have an influence on deliveries as far as domestic trade is concerned.

WOOL BEING MARKETED

Clip Shows Satisfactory Increase—Demand for Canadian Wool at a Standstill

WOOL.—Reports now to hand indicate a very satisfactory increase in the Canadian wool clip over last year. From Western points the increase is perhaps the greatest, the amount of the clip bidding fair to be 75 per cent. over last year's production at Calgary, while Lethbridge will ship 50 per cent. more than last year or a total of over 1,500,000 pounds. Manitoba shows increases too ranging from 25 to 50 per cent. and on the whole it is felt that very satisfactory progress has been made in the sheep industry since last season. Sheep

are becoming increasingly popular through the West and further progress in the development of this branch of farm activities may be expected during the next few years. At some points in Southern Alberta serious crop shortage is looked at with misgiving and some large ranchers are wondering how they will feed their sheep this coming winter. It is hoped this growing industry will not suffer a setback through crop failure in some districts.

Canadian manufacturers have already taken a much larger percentage of the home product than in former years. However, at the present time, Australian wool is arriving on this market and this being cheaper than Canadian, it is only natural Australian would be taken up and the demand for the Canadian be at a standstill.

The fifteen day option extended to the manufacturers through the Canadian Wool Commission has expired, and as further interest seems missing, the growers want their money and the only thing for them to do is to ship to United States markets. This move is now being made and it is more than likely stocks will be quickly absorbed there.

Prices on hosiery for spring show a 33 1/3 per cent. increase over opening figures of 1918. Some manufacturers report that they are already sold up, jobbers wanting more goods than they can deliver. The same conditions might be said to apply to underwear, production being limited and trade requirements suffering to that extent.

Shipment of Fall and Winter lines continues in good volume and delivery of orders as far as most of the bigger manufacturers are concerned will be made on time and in full, it is thought, July shipments proved up to expectations and August (the biggest shipping month) is expected to be as satisfactory.

Labor difficulties continue to multiply and manufacturers are finding it increasingly hard in all lines to keep the output up to the demands of the trade. Government requirements are also heavy and must be met before the civilian trade is satisfied. The feeling prevails that another year of war will bring to a head the real shortage which has been developing during the war period.

CLOTHING

Prices Continue to Climb—Overcoatings in Decreasing Supply—Cotton-Warp Worsteds a Possibility

CLOTHING.—No let up in prices is yet visible and the trade continues to face a period of extremely high prices with even higher levels a probability. No recession from present values is looked for and the view holds in many quarters that declines following the declaration of peace cannot be expected for many months to come.

Scarcity in many lines continues to be manifest but overcoatings suffer most in this respect. Wool is too scarce to be employed to the same extent in this heavier cloth and the trade for 1919 Fall and Winter may show a marked decline in range and material available.

The difficulty in securing goods from the importers' standpoint can be best illustrated by the fact that contracts are being entered into on an eighteen months' delivery basis at an approximate price, firm prices to be confirmed a short time before actual shipment which in view of existing conditions may well be two years from date of placing orders. Deliveries reaching Canada today are for orders placed twelve to eighteen months ago and even longer.

There is a possibility that cotton-warp worsteds for civilians may come. In view of the fact that worsted yarns are so largely used in army shirting flannel and uniform cloth makes for a scarcity for general civilian use which is quite independent of the scarcity of the raw material. It is believed that men's wear mills will by pressure of necessity, if by no other means, be induced to run cotton warp worsteds for civilians instead of the all-worsted fabric.

It is reported on the woollen goods market that army clothing needs as recently calculated, call for 325,000,000 pounds of wool in excess of the amount now definitely assured. If this is the case new importations must make up this difference before civilian uses can be satisfied.

At the recent convention of retail clothiers held in New York, Henry E. Peabody, chief of the woollens section of the War Industries Board, gave an address in which he stated that for the first time in the history of the wool industry the Government is in a position to know to a pound the amount of available stocks.

Mr. Peabody said that if not another yard of cloth was delivered by the mills to the cutters-up and jobbers there would remain a supply of cloth and clothing amply sufficient for civilian needs for a year to come.

He said he would go even further and state that if times and conditions were normal the present large stocks of clothing would compel liquidation because of over-supply.

He told the clothiers this was no time for undue price inflation. Regulatory measures would have to be put into effect if present conditions were utilized to make excessive and unfair charges.

In as far as supplies are concerned in Canada some in the trade express the belief that similar conditions prevail here and the civilian needs would be taken care of for a year with stocks now on hand. Deliveries of Fall orders are progressing very favorably and the end of this month will see the bulk of shipments to the trade in transit.

OVERALLS ADVANCE

Higher Prices Named—Accepting Huge Orders for Denims From Government

OVERALLS.—Another advance of $1.00 per dozen has been named on overalls during the month and orders are being accepted on the present basis for delivery up until March 1.

A factor which must be considered in the matter of delivery of domestic shipments is the acceptance of huge orders by the mills from the Canadian Government. It is intimated that the mills have undertaken to furnish 2,000,000 yards of denims to the Government and that this will influence domestic trade there can be little doubt. This will be apparent more in the matter of delivery than any other way as manufacturers must take second place in the delivery of their goods when the Government wants materials. Business is considered quite satisfactory and placing orders are coming along quite freely.

UNDERWEAR AND HOSIERY

Cotton Underwear Sold Up for Year, Samples Withdrawn—Delivery Fall and Winter Woollens Now in Progress—Cotton and Cashmere Hosiery Show Stiff Advances for Spring

UNDERWEAR, HOSIERY.—Prices on cotton underwear were named a couple of months ago for Spring trade and already some mills report that they are sold up for the year and that they have withdrawn samples.

Shipments of Fall and Winter woollens are in full swing. July deliveries were completed according to schedule and the belief prevails that August, the heaviest shipping month, will show similar results. The feeling prevails that manufacturers will complete orders on time and in full. Owing to the pretty general clean-up of retailers' stocks last winter, sales have been comparatively heavy and there will, it is thought, be little low-priced carry-over underwear offered this year.

Production of balbriggan underwear promises to be limited for Spring owing to scarcity of skilled labor. Women are being employed to as great an extent as possible and effecting splendid results, but the fact remains that the output will show a decided falling off and indications are that the demands of the trade cannot be satisfied. This is the outlook in some sources, while others hope for better delivery results.

Cotton hosiery for Spring shows some very sharp advances over opening prices for 1918. Quotations range from 25 to 40 per cent. higher than those made for 1918 Spring business. It is intimated that owing to restricted output, supplies will have to be allotted, the percentage of course depending on total of orders and final outturn which as yet is a little uncertain. The cheapest line offered will be $2.50 per dozen for 1919.

Cashmere hosiery is also climbing, advances ranging about 33 1/3 above opening figures for 1919. An idea of how prices have advanced since before the war can be gathered from the fact that lines retailing at 50c in 1914 must now sell at $1.50. Indications on these too is that manufacturers are already sold up for Spring, the jobbers wanting more goods than can be delivered.

NECKWEAR

Fall Trade Being Taken Care of—Increasingly Hard to Get Materials —Georgia Silk a Fine Cotton

NECKWEAR.—There will be no apparent shortage of neckwear this Fall, as far as the man on the street is concerned. That is in high grade lines—the cheaper range may not be so easy to find, but there is lots of expensive neckwear available and the demand largely centres on this class of goods. Fall and Christmas trade will be taken care of quite satisfactorily it is felt, and the manufacturers' worries are little concern of the average consumer.

Materials of a saleable nature are becoming increasingly hard to get. Goods offered to manufacturers by the mills today are in some cases pretty poor. Samples of silk reached the desk of one Toronto manufacturer a few days ago—it had been grown in the cotton fields of Georgia or some other southern state. "Take it or leave it," the mills say, and take it when it comes off the looms—there is no such thing as future deliveries. The manufacturer has to be on the job when the mills start the yarn on the looms, make his selections and take delivery when the finished article comes off. Samples sent through to-day may be gone to-morrow and the only sure way to get the goods is to be right at the source of supply.

There is little new to report. Conditions outlined above are aggravated by the fact that imported lines are so hard to procure. There is some Italian silk coming through and very little else. It would appear to be a good move for retailers to take desirable offerings into stock now for even next Spring and Summer trade. There is at present no indication of better supplies and most certainly prices won't decline.

HATS AND CAPS

Outlook for High Prices on Felts—American Manufacturers May Withdraw From This Market Entirely

HATS, CAPS.—There is nothing to look for apparently but high prices on all felts, although the view is expressed in some quarters that manufacturers are trying to justify an increase when a decline should be in order. Prices so far named are unquestionably high and labor is mentioned as an element in present high levels.

Canadian felts are being quoted at a minimum of $31.50 for Spring and all imported lines show substantial gains. It was stated in one source that the American market would be cut out entirely this year.

Prices named on July 1 by one manufacturer might seem to bear this out, as an additional advance (which may be looked for on Spring business) would make quotations almost prohibitive. The lowest quotation on soft hats by the manufacturer in the States is $45.00 and on stiff hats $51.00; it costs to lay down here about 50 per cent. which would mean a cost to the retailer of around $67.50 and $76.50 respectively. The cheapest velour hat in the States is $96.00 (with linings $6.00 extra) or about $12.00 each here that the retailer must pay. A further advance might mean the elimination of these goods by virtue of the price, though again it is still to be shown that the prices are really prohibitive.

It is expected English hats will be around $60.00. It is indicated this market has been hit hard by withdrawal of labor. The widening of the range of draft ages has fallen heavily on the manufacturers and the output must contain a greater element of uncertainty. Firm prices have not yet been named but are expected at an early date.

Italian hats are being quoted at $57.00 for immediate delivery and $62.00 for Spring shipment—these are plain without lining. Italian mixtures, lined, are selling at $69.00 for Spring. Difficulties of transportation are being overcome in some instances by the use of parcel post instead of waiting for accumulation of orders for freight shipments.

A line of wool hats are being offered for Spring placing at $18.00 for black and $19.50 for colors. A very good sale is looked for on account of the price and the style is quite up-to-date.

Panamas show a little higher level in prices named for Spring. Indications are that the requirements of the trade will be met as regards delivery though this must contain some element of uncertainty.

English sennets show an advance of about 25 per cent. for Spring placing and the cheapest line offered by one source is $21.00.

SHIRTS

$2.50 Looks Like Lowest Retail Value on New Basis of Cost—Outlook for Very Good Business

SHIRTS.—It looks very much as though $2.50 will be the cheapest retail value for shirts bought on new basis of cost, prices ranging from $16.50 per dozen up with the emphasis generally on the word "up." Even at high prices ruling for Spring the outlook is that business will show a very sizeable total and manufacturers are optimistic over the outlook.

The situation surrounding the market, as outlined in the past two issues, is really unchanged and little of great interest is to be noted. There have been no particularly new developments during the month and the market might almost be termed stagnant as far as present conditions are concerned. Business at the present time is along rather restricted lines, a seasonable condition to cause no concern.

COLLARS

Soft Collars Have Enjoyed Heavy Summer Trade—Laundered Lines Holding Very Firm

COLLARS.—Indications are that soft collars have enjoyed a very heavy sale and the trade are well satisfied with business handled.

Laundered collars are holding very firm at advance put into effect some little time ago. Prices in the United States show a further recent advance. The trade here are uncertain as to what effect this may have in relation to Canadian prices. Some are strongly of the opinion, however, that no further change may be looked for at once and are working along that basis.

No further revision in prices of waterproof lines has become effective and advances recorded last month are generally expected to carry these through for some little time yet. Business is reported as coming along in satisfactory volume.

HOW MANY POCKETS

This, from the *Orillia Packet*, indicates how little some of us know about the everyday things:

The Uxbridge *Journal* questions the count of this page in the matter of the number of pockets in the average suit of clothes. "Do any of us," it asks, "wear suits with 20, or 18, or even 15 pockets?" Let the *Journal* not be too sure. The modern tailor has a puzzling trick of making pockets within pockets, and the other day the present writer discovered an unsuspected one in a suit at least three years old. Without these extra match, pencil and watch pockets the average sack suit has at least: coat, 4; vest, 5; trousers, 5, a total of 14. Let Uxbridge count again.

GREAT WAR LOANS

NOW that Canadians are gathering their resources for a coming war loan it will be well to see what others have done in this regard.

British victory loan early in 1917, 5 per cent. Total subscriptions, $5,096,-245,320.

United States second liberty loan, 4 per cent. Total subscriptions, $4,616,-000,000.

Eighth German war loan, 4½ per cent. and 5 per cent. Total subscriptions, $3,-600,000,000.

French war loan of 1915, 5 per cent. Total subscriptions, $1,000,000,000.

Austrian seventh war loan, 5 per cent. Total subscriptions, $1,150,000,000.

Italian fourth war loan 5 per cent. Total subscriptions, $1,000,000,000.

Hungary seventh war loan, 6 per cent. Total subscriptions, $1,000,000,000.

Canadian victory loan, November, 1917, 5½ per cent. Total subscriptions, $418,000,000.

GEO. P. BEAL PASSES

MANY in the trade, who have had business relations with the firm of Beal Bros. will deeply regret to learn of the death of Geo. P. Beal, the president. Mr. Beal was in his 70th year. He is survived by three sons—all in the business—Frederick, Norman and William.

WHY CHEAPER BRACES ADVANCE MOST SHARPLY

Labor Charges, Which Are a Big Thing in Web Production, Apply Particularly Against Low-Priced Webs—Difficulties of the Future—Further Advances Possible, Indeed Probable.

EQUALITY of price advances is causing considerable wonderment in the trade. Take suspenders; that there should be an advance is, all things considered, easily understood; that the cheap lines should rise in larger proportion than the better lines is, however, a matter causing a good deal of perplexity. The same state of affairs exists in other lines, of course, but a consideration of the situation as it relates to suspenders will throw light on the whole tendency.

How Web Causes Advances

It is high price of web which is bringing about suspender advances. This, at least, is the leading cause. There are, of course, many others. Leathers are up, metals are up, boxing is more costly, local labor is higher; but broadly speaking the cost of web is the big thing. What it means to suspenders can be shown by referring to one rise. A manufacturer has recently received one line—ordered about four months ago—paying for this 9c. On the present market the web is worth 15c—or is fetching 15c, which is very different and yet amounts to the same thing. This advance price for web, when it has to be paid, will mean, on one popular style of braces, an increase per dozen—just to cover the increased cost of the web,—of $1.02.

Why the Discrepancy?

But what is making the web high, and the better grades of web, such as are used in the best braces, less high, proportionately, than the poorer web used in the lower grades of suspenders?

It is largely a question of labor. In the States, where the web mills are located largely, the government has requisitioned for army work a great number of machines—in some cases 50 per cent., in a few as high as 100 per cent. This, of course, means that the fewer number of machines and workers left have to provide for the civilian needs.

Not only is the labor scarce but it is high-priced, and as labor is always a bigger factor in production of a cheap commodity than of an expensive one, the increased cost of labor naturally represents a bigger percentage of increase on the cheap web than on the higher class. Take an imaginary instance as an example. If one worker at 40c an hour turns out 10 yards of web worth 10c per yard, the cost per yard, for the labor would be 2-5 of a cent. If he turned out 10 yards of web worth 6c per yard, on the other hand the cost for labor would be 2-3 of a cent. This merely indicates how labor charges fall most heavily on the cheaper products.

Are There Unnecessary Advances?

It is possible the mills are taking a larger profit on their civilian web than ordinary—the shortage of this making the demand so great. Still—if such is the case—there is no help for it so far as the Canadian manufacturers are concerned. They have to pay the price and get what they can. It has been noted, though, that the advances on the cheaper grades of web—even making proper allowances, as outlined above—have been steeper than those made on the more expensive web.

High Grade Goods Best Value

This, of course, merely makes another instance where ther is coming to be a smaller spread in price between the highest grade goods and the lower—another instance where the higher grade goods are the best value.

Can't Lay in Stocks

Supplies of suspenders are fair at present, but there is cause to worry as to the future. For two good reasons manufacturers cannot protect themselves as regards web—that is cannot cover their requirements far into the future. In the first place the mills won't accept orders for web except for immediate delivery; then the manufacturers—even if they could get the large deliveries—can't lay in reserve stocks of web because of its tendency to deteriorate in light and heat. About five months is the duration of web at its greatest elasticity. So allowing for a month coming from the mills, and a month in the factory, there is need of making prompt delivery to the trade. Big reserve stocks of webs, therefore, are out of the question.

Further Advances Probable

In view of all these things it is quite probable that further advances in suspender prices will be struck from time to time—perhaps some time before the new year.

FACTORS WHICH MAKE FOR SUCCESS

(Continued from page 73)

country, of course, is about the finest in Ontario."

A Store Motto

These are, indeed, good reasons to look for success—not a boom town as a location, but a good town, with a splendid farming country round from which, for years to come, well-to-do farmers will come to Lindsay to purchase their clothing needs, to secure the needs of their sons—this, of course, always providing the merchants of Lindsay give the values which are desired. Certainly Mr. McBride intends to do his part to ensure the farmer and the citizens getting what they want. He has adopted a motto for the store to express his aim, "One price (the lowest) for quality merchandise, and money cheerfully refunded." It is a motto calculated to instil confidence.

One of the features of Mr. McBride's business is that he has it on a cash basis. Many merchants say a business such as this can not successfully be run that way. Mr. McBride would doubtless answer simply that it IS being done; that indeed he is doing it. In the first month under the new management, July, the turnover showed a growth of 33 1-3 per cent. over the corresponding month of 1917, and it was all cash business.

Perhaps the fact that Mr. McBride has been doing some very fine advertising helped to bring about this very satisfactory improvement—indeed there can be no doubt about the matter.

More Improvements Planned

Rome wasn't built in a day and all the plans which a student of the men's wear business has for his own store cannot be put into operation immediately. There is, therefore, much which is to be done in this Lindsay store, now under its new control. New windows are to be put in, and some other changes are already planned. They will all be along the lines of those factors which Mr. McBride has observed make for success.

JOHN W. PECK MAKING CHANGE

FOR thirty-five years John W. Peck & Co., Ltd., have operated a hat department at Winnipeg, serving the Western territory only. A few seasons back, when the Paquet Co. retired from the hat business, this firm took over the Paquet connection in the Province of Quebec and the Maritime Provinces, serving that territory from the Montreal end. The rapid growth of the company's business in the lines of their own manufacture, clothing, caps, shirts, has made such changes desirable that the recently acquired Eastern connection is now to be discontinued. This change will in no way affect the Western end of the business, and the hat department at Winnipeg will be operated as formerly.

VAN ALLEN CO. OPEN MONTREAL OFFICE

THE Van Allen Co., Ltd., Hamilton, are opening up new offices and sample rooms at 153 Notre Dame St. W., Montreal, where Mr. V. de V. Dowker, the managing director, will make his headquarters and be in charge of the buying and selling end of the business. The quarters are handsomely and suitably fitted up.

KNITTED GOODS

GOVERNMENT SECURES IMMEDIATE UNDERWEAR NEEDS

It Seemed for a Time as if Canadian Knit Goods Men Would be Called Off Work for the American Army to Look After the Needs of the Canadian Soldiers—Government Will Want More Later—Stocks for Retail Trade Fairly Good—Heavy Socks Very Scarce.

IN recent issues of MEN'S WEAR REVIEW the difficulty which the Canadian Government was experiencing in securing supplies of underwear for the Canadian soldiers has been outlined. It is now possible to state that the situation has been materially improved. As the result of a suggestion made by a committee of the knit goods manufacturers, the department secured 25,000 dozen suits of heavy underwear. This, of course, only means temporary relief. It is practically certain that the Canadian Government will be in the market for underwear again by October or November, but the temporary relief is important.

Looked Like Interference

So badly did the Government need underwear that it seemed there might be a forced discontinuance of work upon orders for the United States, which were—and are to a considerable extent—holding the attention of the knit goods manufacturers. Many Canadian knit goods firms went to New York shortly after the turn of the year, when things were a little quiet in Canada, and there secured orders for underwear required for the American army. This was very good, very good indeed in view of the adverse balance of trade which would be somewhat benefited by reason of the turning of Canadian underwear into United States dollars; but along came the Canadian Government with its somewhat belated order for underwear. No responses came to the call for tenders—or none of importance. What was to be done? The Canadian Government spoke of ordering the Canadian mills to discontinue their work upon underwear for the Sammies, pending the completion of orders for Johnny Canuck. But, before this rather drastic step was taken, the committee of the knit goods manufacturers met with the powers that be at Ottawa and spoke to some such effect as this:

A Well Timed Proposal

"You want underwear for the soldiers, and we're already busy making underwear for the soldiers of our ally, and arranging to take care of our regular civilian needs. We believe, though, everything can be so arranged that we will be able to continue with our present orders and you get what you want. There are a number of wholesalers who have goodly stocks of elastic-rib underwear. Why not buy these? Your tenders call for flat rib, but this other style will do practically as well."

This suggestion was acted upon. A canvass was made of the wholesale establishments, and the 25,000 dozen required at once was secured.

What This Means to the Retailer

The importance of all this to the retail trade is of course very great. The carefully timed operations of the mills have not been interfered with, so that deliveries should be reasonably satisfactory, in spite of a continuation of labor troubles. The reserve stocks in the hands of the wholesalers, however, have been reduced quite considerably. Yet, from what can be learned, there seem to be fairly good stocks of men's underwear—nothing which would stand a long run, but enough, it would appear, to enable the merchants' seasonable requirements being taken care of.

Socks Very Scarce

Of heavy socks there is a great scarcity. The old bundle socks are practically off the market. For the fine cashmeres, too, the demand greatly exceeds the supply. Merchants who have good stocks of these lines—and there are some who have—are fortunate indeed.

LIEUT. SOLON ALBRIGHT LAYS DOWN HIS LIFE

LIEUTENANT Solon Albright, one of the Williams, Greene & Rome staff to go overseas with the 118th Kitchener battalion, has died of wounds received in the recent sharp fighting. Lieut. Albright was a Kitchener boy—a graduate of the public schools, and the local business college. By the officers of the W. G. & R. Company he was very highly regarded. He had a bright future but gave up his regular work willingly, going overseas to do his bit. A wife and infant child, as well as the parents, Mr. and Mrs. Abraham Albright, Kitchener, Ont., survive.

EATONS ERECT BUILDING FOR THE MARITIMES

The T. Eaton Co. of Toronto has recently purchased 2½ acres of land from the Record Foundry Co., Moncton, N.B., paying, it is stated, $40,000 for this. The intention of the company, it is learned, is to build a large storehouse from which distribution for the Maritime Provinces can be looked after. Construction of this Moncton building will be commenced at once.

NO METAL FOR THEM

HERE is a hard stab, with a good men's wear ring to it, as printed in the "Oat meal and Mackerel" column of the *Buffalo Express*:

"Possibly the Kaiser and his little Hohenzollerns wear for armlets those well known garters that are advertised by the slogan, "No Metal Can Touch You."

SOME UNCERTAINTY AS TO SHIRT PRICES

They Will be High for Spring But Definite Figures Are Not Announced—Samples to be Late —Collar Materials Advancing—Growing Favor of the Soft Collar

NOW, at practically what is the commencement of the Spring selling season, there is still a great deal of uncertainty as to shirting prices, and as to the full extent of the ranges which will be shown. There is no question whatever that the prices will be higher than for fall, but just what the general range of figures will be remains to be seen. It seems that there is a little jockeying as to price. By the end of September, however, this will be pretty well over and the full extent of the advances will then be apparent.

Prices in General

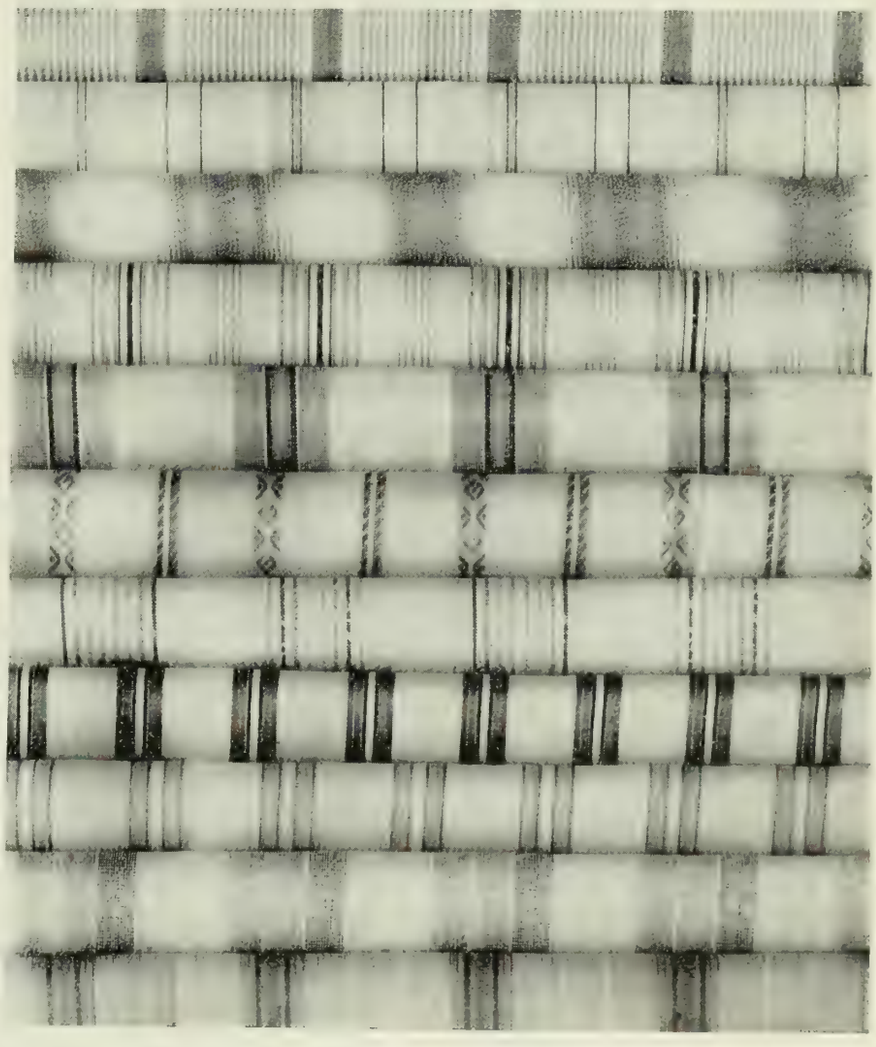
Speaking generally it appears that ranges are going to start at $18.00, and it seems, moreover, that there will be comparatively little showing in this $18.00 line, which, of course, represents exactly a 100 per cent. advance since the commencement of the war.

The big showing seems likely to start with the $21.50 range.

It is quite possible that occasional offerings of shirts at somewhat lower prices than these will be made. If so, however, it would be well for the merchant who has this buying opportunity to lay in a stock, if he really needs the goods and if his capital permits him to make this investment. There is a great question, however, as to the advisability of overstocking at the present time. Indeed there are merchants who now have a stock of shirts on hand—bought at more favorable figures than those which are obtainable at the moment—who would be well advised to reduce their stocks. Where the carrying of large shirt stocks makes the financing of the business difficult, a reduction would be in the interest of the business. It would enable the merchant to get a big profit and yet to give better values than could be offered with shirts bought at the present markets; and it would enable him to strengthen his financial position. It would also, moreover, provide against the possibility of future losses.

Are Prices At the Top?

Prices, it is true, are very high now but there is a feeling in the trade that the limit has about been reached, and in view of this the carrying along of very large stocks, when these are really tying up more capital than the business can afford, is very questionable merchandising.



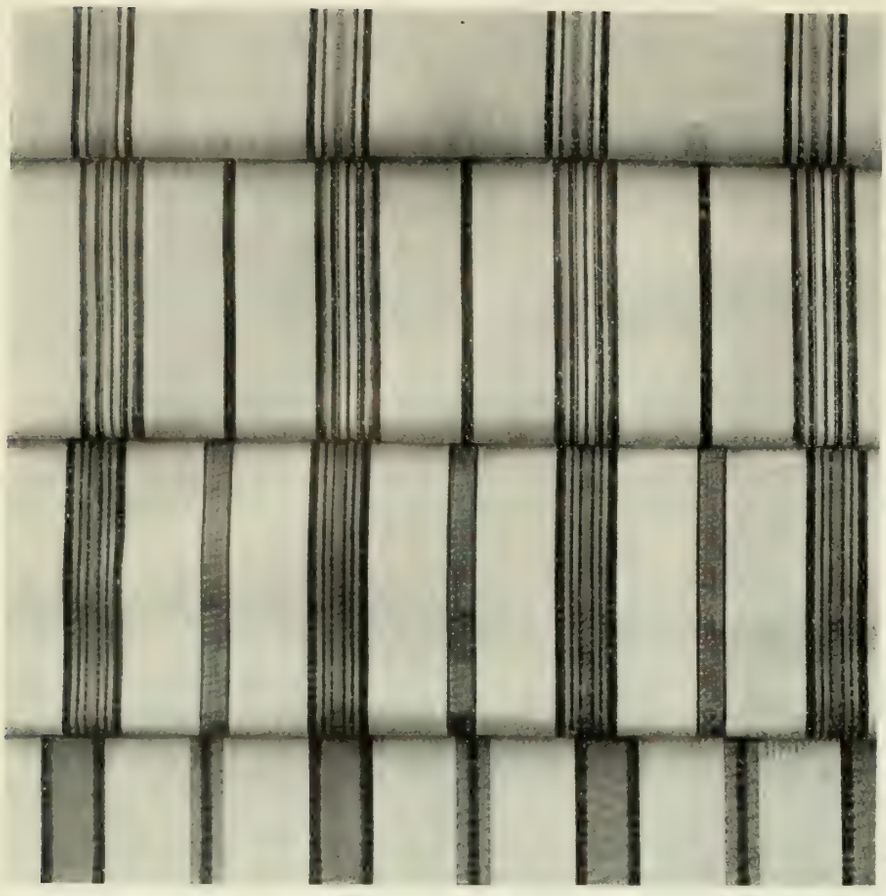
Some shirtings from the Spring range of the Williams, Greene & Rome Company.

Speaking on the matter of future prices one manufacturer says:

"Prices are continually advancing and there are no lines we have bought within the past two years, in fact since the war began, that we can repeat on at the former prices. Even on my last trip to New York they were quoting higher prices for the coming season, though it really looks to me as though the top has about been reached."

"There is considerable talk, particularly in the American market, about the fixing of cotton prices, and there does not seem to be any valid reason why prices on this commodity should not be fixed, the same as on almost every other line."

If such fixing of prices should come about, of course a steadying in the



Some of the silk shirtings from the range of Tooke Bros. The colors, while most attractive, are not quite as lively as those of the past season.

market might be expected. It is far from certain, however, that any downward price movement would come immediately. What is perhaps keeping prices high at the present time more than the scarcity of cotton is the fact that the mills are only operating a fractional part of their looms on civilian trade. The demand, therefore, is greatly in excess of the supply, and one cutter-up is practically bidding against another and shoving the prices higher.

Other factors which will have their effect on the shirting situation, and which may result in still higher prices, are the increased freight rates, higher prices for coal, and the probability of still higher general operating expenses. There is a great question if higher costs resulting from these factors will not more than offset any drop in price of material which there may be should cotton prices be fixed. Nevertheless, there does seem good reason to believe that shirting stocks should be brought to something more nearly a normal level. The capital which this would again give the merchant could probably be as favorably used and more safely used, and finance could be brought in such shape that credit would be everywhere granted.

Samples To Be Late

As has been said, samples for Spring, 1919, will be considerably later than usual in being shown the trade—this on account of slowness in arrival of sample lines and sample cards. In the last issue of MEN'S WEAR REVIEW something was said about shirtings being shown by printed cards rather than by the actual cloth samples. It now develops that this will be a more general practice than was at first thought. The cards, however, show the patterns very clearly and nothing much is lost by this method.

Collar Materials Rise

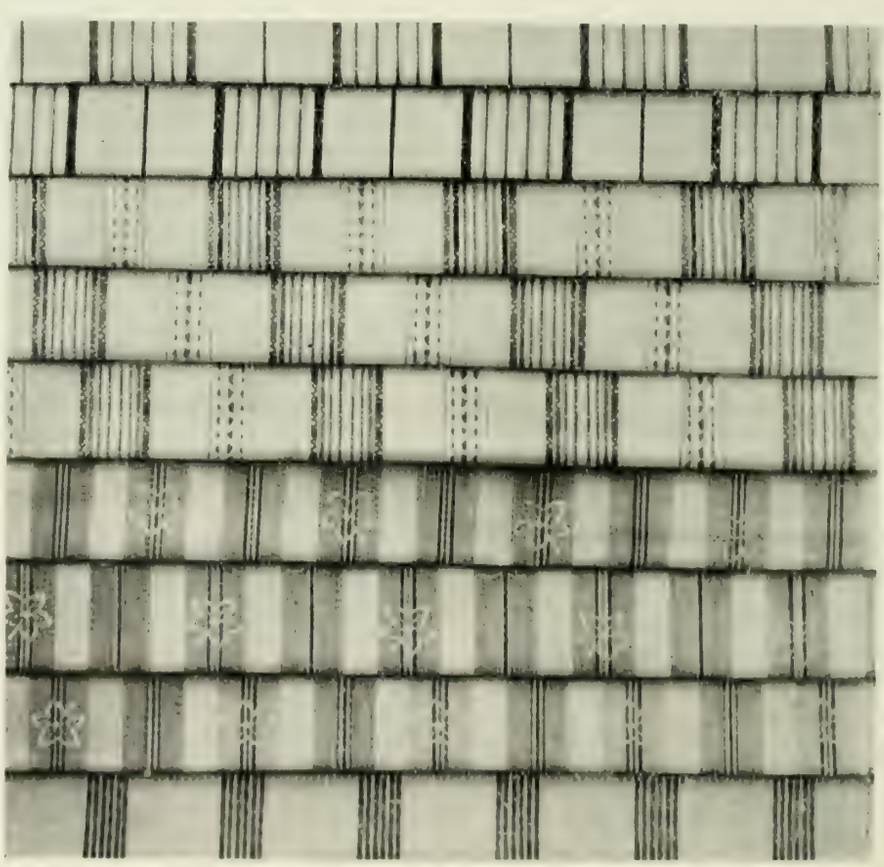
The collar situation is very interesting at the present time. Collar fabrics are still increasing in price and the cost of making collars is rising. It does not now seem altogether improbable that there will be a still further advance in the price of collars. Such further advance, however, is in the future—the rather indefinite future.

In the United States collars were again advanced on August 1st to the level of $1.90 a dozen. This is the fifth advance made across the line in 20 months. The rise there is made necessary quite largely by the labor situation. The United States collar makers have to date had available comparatively cheap labor. This is now not so plentiful, for the girls are getting opportunities to go to other plants, and the war prices being paid by munition manufacturers, etc., have to be met by the collar people. This state of affairs, of course, has existed in Canada for a considerable time, and has been one of the factors which has brought about higher prices here; and which may—although as has been said this is indefinite—bring about a still further advance.

Soft Collar the Favorite

At the present there is a tendency on the part of the retail trade to give greater prominence to soft collars. This is undoubtedly due to the fact that these are popular because they can be laundered at home and a saving effected in

(Continued on page 91)



A number of the attractive patterns from the John W. Peck spring shirt range

HATS and CAPS

HATTERS' FUR BECOMES SCARCER, BUT THERE IS HOPE OF RELIEF

New York, Aug. 8.

AT the time of writing it may be stated that no licenses for the importation of rabbit skin from Australia has been issued since the embargo went into effect May 13th. Hope is expressed in the hat fur trade, however, that some supplies of Australian rabbit skins will be allowed to come in before long.

The committee of experts on hatters' fur, which recently laid before the War Industries Board and the Shipping Board at Washington facts which made it plain an indefinite continuation of the embargo against Australian rabbit skin would cause hat factories to close down, got only a measure of satisfaction. The need of diverting ships to the Atlantic in order to take across to France the U. S. fighting men, and the supplies they require, was explained to be of the first importance. The War Industries Board and the Shipping Board indicated however, that the need of the hatters would receive their careful consideration and that it was hoped some shipping space could shortly be given to Australian rabbit skins.

For the moment Canadian hat manufacturers and U. S. hat manufacturers are on the same footing—either using up reserve supplies of fur, or picking up a bale here and there at high prices.

FRESH CAP RANGES LIMITED—EARLY SPRING BUYING SEEMS ADVISABLE

THE early cap buyer is going to get the attractive, fresh patterns. In the minds of a number there has been an unorthodox skepticism regarding the early bird getting the worm. Many a fine, juicy worm is picked up as the evening dew falls. So it has often been in merchandising—a late buy has often proved a successful buy. So, doubtless, it will be again, but not now as far as caps are concerned.

The truth is, manufacturers have had a great deal of difficulty in securing the new patterns they wish. In winter caps the difficulty has not been insurmountable. A certain class of overcoating has always proved suitable for late fall and winter caps, and while English overcoatings have been very scarce, Canadian offerings have been obtainable—although, as has been related in articles bearing on the clothing situation, these Canadian overcoatings are becoming very limited now. To date, however, cap manufacturers have secured good assortment of these goods for making up into winter models; but for goods wanted to brighten the spring range—well, the earlier search of the manufacturers has not brought the desired supply.

Mills Stick to Old Patterns

Cloths for spring caps have, for some time now, come largely from the U. S. A., and cloth manufacturers there have been so hard put to it to fill orders that they have tended to run along on the old patterns. Why change the looms—with every minute precious—when all of the old patterns produced can be sold?

The mills have, indeed, been very independent. There has been rather a "take it or leave it" attitude as cloths were shown; and the cap manufacturers, seeking always the fresh, have in many cases "left it."

From some Canadian cloth houses they have secured some fresh patterns—having almost begged these mills to produce something new. Also, by diligent search, new patterns have been secured, but the number of new ranges is nothing like as wide as it was in some former years—and the supply of each new range is limited often.

An Instance Worth Noting

For last season one manufacturer had an exceedingly attractive range of caps. The traveller on the Western field was out with his samples well in advance of the other road men. His customers were quick to appreciate the attractiveness of his range, and before the other salesmen got a chance to show it the orders covered the limited supply of the material had been secured, and the range had to be withdrawn.

It seems certain that early buying for spring, of the fancy patterns shown, will be wise. In caps, too, the merchant can buy perhaps more freely than he dare with other lines. The demand is steadily increasing. The automobile is increasing the call—making it a call not only for men but for women. The greater importance of the boy as a buyer is making caps more important. Then there is the great point that caps do not depreciate to any great extent. They will carry over nicely, and on a rising market like the present they will carry over profitably—that is, they will form a stock for a later season which could not be secured on the market except for a considerably higher sum than was paid.

Of course a profit is not really made until goods are sold, still, where carry-overs are necessary, it is mighty satisfactory to have the goods carried over of a class which are still in demand and which have gone up in price since bought.

R. J. DEVLIN, HATTER AND FURRIER, DIES IN OTTAWA

IN the passing of Robert James Devlin, Ottawa loses one of its pioneer merchants and Eastern Ontario its oldest hatter and furrier. After an illness of several months, he died in the early hours of August 22nd.

About fifty years ago he started in business on the north side of Sparks Street, and about twenty-five years later built a fine business block, known as the Charleton Chambers, 76 Sparks Street, and has carried on business there ever since.

His abilities were much above the average and he was quick to see the possibilities of advertising. He grasped the opportunities publicity offered and soon had a name far outside his own province and was known and respected from east to west.

To-day the R. J. Devlin Co. Ltd. have one of the most up-to-date stores in Canada, a worthy tribute to his ability, character and service.

The widow and three sons survive, one son, Brian, being the managing director of the company.

HUNGRY HATTERS CAN'T USE RABBIT SKINS HELD IN CANADA

Discovery of Trick to Defeat U.S. Government Leaves Fair Supply of Rabbit Skins Here—No Use to Canadian Manufacturers—Hat Situation Very Serious.

WITH the Canadian and United States hat manufacturers hungry for felt-making fur, some 724 bales of Australian rabbit skins are now lying unused in Canada. It is a case, however, of "water, water everywhere, and never a drop to drink." The 724 bales which are in this country are of no use to anyone, for, as a result of the embargo against the importation of rabbit skins, they cannot be taken into the United States and there is no equipment in Canada to cut and prepare the fur.

When the United States Government placed an embargo on the importation of Australian skins, to the end of course of providing shipping room for more necessary commodities, it seems that some of the dealers in felt-making furs, thinking to get the skins from Australia in spite of the regulation, had these shipped to Canada, intending to get them across from here to the United States. This was one of those deceits which could not be expected to go undiscovered very long, and as soon as the proper authorities at Washington got word of the proceedings, the embargo was made effective on skins going through Canada, as well as on skins shipped direct from Australia. So these bales are now held in Canada and the clever skin importer is doubtless ruminating that Sherman called the turn on war.

Of course 724 bales is a comparatively small thing. Probably the fur men hoped to get a regular business going in Australian skins shipped through Canada.

Manufacturers generally are feeling pretty desperate about the fur situation. One of the biggest makers said to MEN'S WEAR REVIEW: "The market is practically denuded of hatters' fur and with no relief in sight for some time to come. Unless some changes can be brought about very shortly, it is going to mean that there will be no fur felt hats made."

Probably fur will be forthcoming, however, before this complete upheaval of the trade becomes necessary.

TAKE IN FALL HATS EVEN IF DELIVERIES LATE

NOW that travellers are on the point of going out with their Spring models it is possible to give a little more definite information as to prices, and as to styles and colors, yet even at this late date there is a good deal of indefiniteness. Such has to be the case with markets upset, deliveries of raw material upset, labor conditions upset, as at the present time.

Prices, on the average, seem likely to be about 50c higher per hat—that is $6.00 per dozen—than for Fall. Merchants, therefore, unless they have ordered so much that they are financially disturbed, would seem well advised to accept all their Fall deliveries—yes, even if these come too late to be of much value for Fall selling.

There is quite a likelihood that some deliveries to the trade will be late. It could hardly be otherwise for freights have been badly disturbed. One Canadian hat manufacturer had supplies, which he needed in June, held up for three months in transit. As a result he could only run his plant half time, and now there is not the accumulation of stock to fill Fall orders that had been expected and that was required.

In style there is apparently little new for Spring. A few new models are shown but they do not represent any outstanding change.

Neither is there much change in the matter of colors. Greens, blues, and greys will evidently be the thing—with greens probably the leader.

Some makers report difficulties with dyes. For instance blue, they say, will not penetrate very well; hence they hesitate to sell blues with raw edges. Where bound edges are liked, however, this color is very good. Greens, it is reported, are satisfactory as to dye—are indeed a good color. If they fade, as all colors now are prone to do, they fade evenly so that it is not noticed. On the other hand, fading where grey is concerned is a serious matter. The grey, of course, is secured by a blending of the three primary colors, blue, red and yellow. The blue is prone to fade, in which case the dominant red comes up strongly.

Of course this fading is something which occurs in the exceptional case. It is something, however, against which precautionary measures must be taken, and is just one of these things which makes the hatters' task very difficult at the present time.

Prices, which will certainly be higher for Spring, as stated above, are not at all steady. Further advances may be expected. Fur is exceedingly high, and as the reserve stocks bought more advantageously are used up, the prices will have to be figured on a basis of 100 per cent. present prices. Some lines of fur have increased 700 per cent. since the outbreak of war. A 300-pound bale containing fur used for the cheaper hats was bought before the war for $300.00. Similar bales, recently secured, cost $2,100.00, and upon this 7½ per cent. war tax had to be paid. No wonder hat prices are up.

SECONDS MORE DIFFICULT TO PROCURE

Always, in the Canadian hat trade, there has been a certain call for seconds. Merchants in outlying districts have a good call for cheap hats. Slight imperfections aren't noticed by some of their customers, hence they buy seconds. Now, Canadian wholesalers are finding some difficulty in securing these seconds.

As soon as an imperfection is noted in a hat cone—that is an imperfection which can not be rectified, the hat cone is thrown to one side. It becomes a second, to be sold by the manufacturer to certain finishers who make a life work of taking these hats in the rough, and trimming them for the market. But now—when the demand for hats is so much in excess of the supply, there has been a let down in the rigidness of the inspection. Not so many bodies are thrown out now—not so many are deemed only good for seconds. Perhaps the care of production is greater, perhaps the care of inspection less, anyway the number of seconds is reduced even while the high price of hats has brought about an increased demand.

Some finishers of these seconds—who are also sellers of higher grade hats—are refusing to sell the seconds alone. There must be a diversified order. Generally the difficulty of getting these seconds has increased. Merchants who require goods of this kind would do well to look after their needs early.

MONTREAL CLOTHING FIRM HOLDS PICNIC

THE third annual picnic of H. Vineberg and Co. Ltd., Montreal, was held at St. Rose on August 14th and was acclaimed a decided success.

Some 390 employees, their wives and friends, took the C. P. R. at Mile End about 9 a.m. and after a pleasant journey reached the grounds in good season. Mr. Vineberg accompanied the party and Mrs. Vineberg arrived later. One of the pleasant surprises was the presentation made her of a huge bouquet of American Beauty roses by the employees.

After a sumptuous lunch, given by the company, a fine list of sports was run off and much interest was taken in this by the young folk in particular. Races of many kinds were indulged in and prizes for these were donated by the designer, Mr. Evans, and members of the travelling staff.

Among the travellers who were able to attend were the following: I. Cohen, H. L. Vineberg, L. K. Caplin, Jack Brodie; Joseph Vineberg, and Geo. Cash.

An Appeal to the Head

Exit the straw—even the brand new straw bought at an 89c clean up sale.

Enter the felt hat, soft, hard, but soft particularly. Enter also the cap—the cap beloved of boys, of the outdoor man, of the automobilist.

With the coming of September comes the change in headgear, and consequently the big fall selling season. Hats and caps may well find a prominent place in the windows during the coming month. Such displays as the one illustrated above—with, perhaps, a freer use of price cards—will assuredly attract buyers and set the cash register a-tinkling.

QUICK WORKING BANKRUPTCY ACT NEEDED

Continued from page 68.

then, take out of their hands the right of administration, which right they have under the bill introduced by Mr. Jacobs, and place it entirely in the hands of official authority officially controlled?

Simplicity of Procedure Essential to True Success

Mr. Jacobs' bill provides for the utilization of existing courts in each province to deal with the original petition for bankruptcy proceedings. After the courts have adjudicated upon the question as to whether or not the debtor is a bankrupt and have so determined him, the estate then passes into the control of the creditors and is administered under the direction of the inspectors chosen by them through the assignee or receiver (who is likewise the choice of the creditors), in a manner similar to the present procedure under the Ontario Assignments Act. After the estate has been realized upon, the proposed bill provides that the costs and charges, which for the benefit of creditor and debtor alike have been scrutinized by interested inspectors, shall be submitted to the appointed judge of the local provincial court for his approval, and that he shall likewise decide upon the right of a bankrupt to the benefits of a discharge, basing his decision upon a report to be furnished by the trustee or receiver.

High Cost Would Fall on Creditors

Under the proposals laid down in Mr. Macdonald's suggestions and observations, it would mean the establishment of a National Bankruptcy Court or Commission for Canada, with representatives or junior offices in each of the eight provinces and the Yukon Territory. These would require to be established and maintained out of the proceeds of the various estates which might go into liquidation, and the costs of inaugurating and maintaining such officialdom would unquestionably fall directly on creditors It would mean that the power of administering insolvent estates would pass from the control of creditors—directly and vitally interested—into the hands of others neither directly nor vitally interested. It would mean that increased costs would be charged against all estates, we do not infer that this would be done unfairly, but directly of necessity; that greater delay would result in the closing of them, and there would be the creation of official red tape that would be harmful and injurious to all classes of the commercial community. It might also mean the appointment of political partisans to positions of preferment and work, the nature of which they know nothing, and of which they have no knowledge, and it might mean, as it does mean in the United States roguery and trickery of many and most unfortunate kinds. It would mean nothing but loss in the way of dividends and more in the way of worry and vexations.

Want Equity, Promptness, Low Costs

If our understanding of the desires of financial and commercial men are right, it is our opinion that in a bankruptcy act they want uniform legislation for all of Canada, a bill designed to meet the needs of this vast area of sparsely settled territory, and sufficiently elastic to meet the greatly varied conditions that govern here, and one founded on a sound basis of equity rather than law. They want a bill free from the red tape and delay incident to official procedure, one that will leave the administration of the estate in the control of the creditors themselves rather than transfer it to the hands of courts or official appointees, and they want a system that can be operated at a minimum of expense.

After having gone over the Jacobs bill carefully, we believe that it combines in a remarkable degree the remedy for many evils attendant upon liquidation proceedings to-day, that it will produce uniformity and that with the control in the hands of creditors, there will be brought to the administration of its provisions that "morale" which Mr. Macdonald considers is the important factor in any measure of bankruptcy.

We believe that manufacturers, both industrial and commercial, as well as wholesalers and retailers, should put themselves strongly on record as favorable to the passage of the Bankruptcy Act as proposed by Mr. Jacobs at the last session of the House.

JACKSON MFG. COMPANY MAKE SOME CHANGES

THE annual meeting of the Jackson Manufacturing Company, Ltd., was held at the company's office on Tuesday last, the following officers being elected for the coming year: W. Jackson, president and managing director; H. T. Rance, vice-president; Miss Josie Witts, secretary-treasurer; advisory directors, R. W. Reed, Geo. Phalen, A. R. Mitchell, W. Hamblyn and G. W. Davis. The election of the advisory directors is a new move for the company but the placing of more responsibility on these gentlemen will tend to strengthen the company during these trying times.

R. W. Reed has been with the company for the past three years, and is superintendent of the Operating Dept. Geo. Phalen has seen ten years' service with the company, and is in charge of the Cutting and Designing Department. A. R. Mitchell is the man who sells the goods and he takes in all the large towns between Montreal in the East and Fort William in the West. He has been with the company for fourteen years. W. Hamblyn is responsible for the shipping of all goods and takes full charge of all orders coming in from travelers and by mail. He is also the cost man and his various duties keep him on the jump. He has been with the company for twelve years. G. W. Davis is the superintendent of the Exeter factory, and has full charge of that busy plant. He has designed a great many novelties in children's garments which have been a great success. His length of service with the company has been thirteen years.

With W. Carter in charge of machinery and buildings, and T. White as stock keeper the company has a strong organization and if goods can only be procured during the coming year business will be humming.

NEW AVIATION UNIFORMS

IT seems we are to have new aviation uniforms; these are to be made of a light blue cloth, a good deal after the fashion of the French uniforms.

There does not seem to be any reason for fearing that the change will have a harmful effect on the cloth supplies. As far as can be learned there are huge supplies of just such blue cloth in England, this having been made for sale to the French.

Lieutenant Solon Albright, at the left. The other officers are also Williams, Greene & Rome boys, next to Lieutenant Albright is Lieut. "Bobby" Washburn, who made the supreme sacrifice in May, 1917. The other officers, Lieutenant Heimrich and Capt. Scruton, are still carrying on.

MWR SUITS & OVERCOATS MWR

MILLION YARDS OVERCOATING WANTED BY GOVERNMENT

What has been done to the end of making more cloth available for civilian purposes.

1. *The War Purchasing Board establishes principle that Canadian clothing manufacturers secure their deliveries before any exportation of cloth takes place to the States, even if such exportation is for the military needs of the U.S.A.*

2. *The War Purchasing Board, which is on the point of placing orders for one million more yards of overcoating, will spread the deliveries of this order over a number of months.*

3. *Mills which have not as yet been making overcoatings are, where possible, to adjust their looms so that they can produce some of the lower grades, at least.*

SUMMER CLOTHING GROWING IN FAVOR

In Spite of Early Cold Weather Stocks Cleaned Up—Big Sizes Go Well and Call Has Been Quite Largely for Dark Colors—Good Season in 1919 Expected

IN spite of the cool weather of the early summer, light weight suits have sold exceedingly well, and information received from the trade in various parts of Canada indicate that a bigger business in this line is steadily growing up. Merchants seem to feel that they can look forward to a steady increase in the demand for this class of suit. They look forward to this with a great deal of satisfaction, for the business of course tends to make busy what would, without some of these summer lines, be an exceedingly quiet season.

It is difficult to say just what business would have been done in summer suits had this been an average year. While sweltering in the heat of August it is hard to remember that June and early July weather was almost cold. Such, however was of course the case, and the case almost all over Canada. Warm days in the early Summer weeks could be numbered on the fingers of one hand.

This means that practically all the sales in Summer suits have come since August started, and of course many people who would ordinarily have bought put this off when the year got as far advanced as August. However, despite the disadvantage of the weather, the demand has practically cleaned out the stock which the merchants had, this in spite of higher prices which have had to prevail this year. The demand, moreover, has indicated the growing favor for this class of garment.

A. McFarland of Colborne street, Brantford, speaking of the Summer weight clothing, says:

"Nearly all stocks of Palm Beach and Summer clothing have been cleaned up. The high price of ordinary woolen clothing makes men think of saving their clothes. A light weight suit does the trick, saves the good clothes, gives comfort from the heat; and men are getting wise to the fact that a woolen suit in hot weather, no matter how good it is, absorbs so much of what the overheated body is giving out that the suit eventually becomes offensive."

A. N. Ecclestone, St. Catharines has great hopes for the future. He says:

"Like a goodly number of other clothing merchants we had sold only an odd suit or two in Palm Beach lines up to about the middle of July. Since that time however we have cleaned out nearly all our stock, much to our surprise, as we fully expected to carry over about 75 per cent. of our line. The one regrettable feature was having to cut the prices somewhat as others had already started this practice. We believe this line of clothing will be more popular than ever next season providing of course the weather is right. Any way we intend to place our orders early for this line of goods."

A. M. Laidlaw, Peterboro', notes some changes in the demand:

"The sale of this class of merchandise," he says, "is increasing every season, and we believe will continue so as the Canadian people are beginning to realize that regular weight clothing is burdensome during the warm period. Comparing this season's selling with last, we note that the large sizes have the run, and also note that the demand for darker shades of Palm Beach suits in increasing. This is an indication that the trade appreciate the comfort in Palm Beach suits and want the dark shades for business wear which will be more serviceable for the purpose."

MEN'S WEAR REVIEW has not received this year any adverse opinion on the business in Summer weight clothing. There are a few merchants who advise that they have some suits left on hand. All seem hopeful, however, of disposing of these without having to shatter prices. Even at the advance figures which have to be asked for these suits this year they are comparatively cheap, and there are many people in Canadian cities and towns who are glad to pay for a comfortable suit. It does seem that this line is becoming more than ever one that should receive the careful attention of the Canadian men's wear trade.

SOME damage was done to the store of Geo. Nayler & Co., clothing merchants of Ingersoll, as a result of the rear wall having been undermined by the freshets.

CANADIAN CLOTHING MEN ADDRESS U.S. CONVENTION

Glen Case, of Montreal, Says Enough Wool in Canada to Supply Civilian Needs for Three Years—Ed. Mack, of Toronto, Tells of Benefits Brought by Prohibition..

AT the big annual convention of the National Association of Retailers held in New York Aug. 13-16, two prominent Canadian clothing merchants addressed the gathering, being most enthusiastically received. Their remarks, given in brief here, will be of great interest to brother Canadian merchants:

Glen Case of Montreal spoke on "The Result of the War on the Clothing Business in Canada." Mr. Case reviewed conditions in the retail clothing business in Canada in very comprehensive fashion, and included in his address a general report on business in various parts of that country as affected by the war. He said that there is no doubt that throughout Canada, taken on an average, there will be less garments sold, less customers served, but a bigger volume of clothing business done during the seasons of fall 1918 and spring 1919 than formerly, on account of the great advance in prices.

"Some people in Canada," Mr. Case said, "talk of a wool famine, but unless the war lasts for three years longer, this famine is impossible. There is enough clothing in the retail shops, enough woolen in the makers' lofts to supply the civilian population's demands for three years." The public would naturally have to pay more, he pointed out, and be satisfied with a smaller selection of patterns and less kinds of cloth to select from, but necessity knows no law, he added, and "we can do a lot if we have to."

Prohibition for a period of two years after the war was urged by Ed Mack, of Ed Mack, Ltd., Toronto, Canada, as a means of saving young American manhood returning from the battlefields of France and also as a means of stimulating business.

During the year and a half that Toronto has been dry, according to Mr. Mack, business has been better than it was previous to the adoption of the dry laws. However, he explained, many of the merchants of Toronto thought that business would be ruined if the province went dry. They borrowed a great deal of trouble, he said, which subsequent developments have proven to have been entirely unnecessary.

Soldiers suffering from physical disability are returning from Europe at the rate of about 1,000 a week. Instead of degenerating into "bums" through the misdirected efforts of their friends to entertain them by buying them a drink as often as possible, they immediately apply for work, after being mustered out of service, declared Mr. Mack.

During the handling of an exceedingly interesting question drawer the point came up as to steps which could be taken to ensure the home town merchant getting the business of the returned soldier, this to the end of insuring the returned man getting a square deal.

Mr. Mack was called upon to outline what had occurred in Canada to achieve the desired results. In the early days of war, Mr. Mack explained, the Canadian government, upon mustering its men out of service, provided them with a civilian suit. This injured the business of the retailers very materially, he said, and the matter was taken up with the Canadian government with the result that the men returning are now sent to the point of enlistment and there given $35 with which they may purchase a new civilian outfit.

He recommended that the association plan to take immediate action on this problem in order to prevent future trouble.

After complimenting the association highly on its successful convention, Mr. Mack said that he would return home with a splendid lot of ammunition towards the complete organization of the retail clothiers of Canada. He expressed the hope that at the next convention the meeting would have an international aspect, as he promised to bring a large group of Canadian retailers to the next convention.

STYLES TO SUIT YOUTHS AND MEN OF THIRTY UP

GENERALLY speaking men's clothing styles this year run to extremes. There are models to catch the fancy of the young fellow, the lad of 17 to 20 years who is such an important economic factor at the moment, and such a big buyer. Then there are conventional styles to meet the wishes of the men who have reached, or passed, the 30-year mark. For those wishing something less startling than the young fellows' models, and yet something more startling than the conventional patterns, there is little being shown. It is the war, as the French say. Manufacturers are trying to please the customers whom merchants still have left, and these customers are the young fellows under 20 and the men over 30.

Yet, those few young men of from 20 to 30 not wearing khaki are not to be pitied, for they can surely find what suits them in the models which are shown. In the conventional models there are some quiet, yet very dignified and striking styles. In the lads' models there are styles with great snap, and some built on quiet lines, too.

The form-fitting garments of the past and present season will be a continued feature of those for next spring.

An outstanding note of some spring models is the peaked shoulder top. This is sometimes styled the "Continental" shoulder, the name applied to it because of its originating, first in Paris and later in London.

Sleeves are of puff effect, and these add an effectiveness to the general outlines that will be accepted in many quarters as desirable and as contributing to the general nattiness of the coats.

Another new feature introduced with this saque design is that of a breast slash pocket, in addition to the two below the waist line. The upper slash pocket is made to conform to the slightly slanted line of the lapel, and is almost covered by the outer edge of the lapel itself.

Many of the styles have waist lines and some of these are made with a half inch raised double stitched waist line seam. This is prominent enough to afford the coat a real distinctiveness without being at all overdone. All are made in single-breasted style. For a 36 size the length is about 29 inches.

Vents, of course, are a continued feature and these are even more accentuated than ever before. With the shortening of waistlines the length of vent has naturally been made greater in many instances.

The Top Coats

One of the several novelty overcoats seen has a length of 40 inches on a 38 size. Slash pockets immediately below the waist line serve to make up a neat coat.

The back on this model is quite distinctive. Extra seams are one of the new features used here with pleasing effect. They afford added style to the garment.

BLAIR ROSS, INC., MOVE

BLAIR ROSS, INCORPORATED, who for many years conducted their men's wear business on Bleury street, Montreal, near the corner of St. Catherine, have removed to 358 St. Catherine street W.

Mr. Ross informed MEN'S WEAR REVIEW that he had thought for many years, that there was some advantage in being located near a busy transfer point. Recently he had changed his opinion in this regard, for he had been able to recall but one customer who "shopped on a transfer." This man came in every once in a while, quickly selected a suit for his two boys, and one for himself sometimes, and was away quickly to make use of his transfer.

Cash in on This Craze

MARY PICKFORD is the most popular woman in the world. Millions of people see her on the screen every month of the year. She is known everywhere that pictures are shown.

There are movie theatres in Jerusalem now and an exchange in Siam! Mary Pickford is a Canadian and the people of the Dominion are intensely interested in everything relating to this young Toronto girl who has taken the world by storm.

Arthur Stringer, the famous Canadian author, has written a story of Mary Pickford, an intimate picture of her such as has never yet been presented. Miss Pickford's manager says it is the "best story ever written about Mary." This story is to run in MACLEAN'S and is starting in the September number. It is profusely illustrated by photographs taken especially for the purpose and Mary is on the cover.

This feature will create a big sale for you. But there are lots of others. Glance at this list:

A "Close" Up of Union Government
By J. K. Munro
An absolutely candid, unsparing appraisal.

Buried Alive! By Lieut. Tilbrook
An intensely dramatic story of tunnelling at the front.

When the Army Rules By W. H. P. Jarvis
A sensational article on the possibility of the army dominating Government.

Stories and articles by such well-known writers as Arthur Stringer, Agnes C. Laut, W. A. Fraser, Alan Sullivan, Lieut.-Col. J. B. Maclean and others.

September MacLean's

"Canada's National Magazine"

143 University Avenue - - - TORONTO

NECKWEAR

NECKWEAR SILK UP IN PRICE, DOWN IN QUALITY

The Immediate Buy Seems Likely to Give the Men's Wear Merchants the Best Cravats—Problems of Production Becoming More and More Difficult

ORDER Fall neckwear needs early. Without any hesitation this can be given as advice at the present time. Just the one qualification is necessary. Of course a merchant has to consider that the goods ordered must be paid for, and must limit his requisitions by the length of his bank balance. As far as the question of getting the goods goes, however, he requires only to remember a present buy is a good buy for the simple reason that neckwear is going higher in price, is becoming poorer in quality, and is getting scarcer. Manufacturers are indeed unable to estimate in advance what they are going to be able to show for a later season.

Beautiful Italian Silk in the Fall and Christmas range of Wm. Milne.

Why the Conditions Exist

The reason for the increase in price, decrease in quality and the great increase in scarcity of silk, was in evidence in the past. There is fresh information at hand, however, which will be of interest to merchants.

Conditions are of course entirely the result of the war which, through the submarine activities, with its consequent and excessive rate of exchange, high freight and insurance rates, etc., has practically put the present Swiss silk off the market. American silk manufacturers, however, have been coming to the front rapidly of late and since the United States entered the war the War Board at Washington has requisitioned a great many of the neckwear silk looms. They are not of course running these on silk, but are having the manufacturers adapt their looms to various classes of cotton goods which are needed for war purposes.

In consequence of the limited number of looms which are at liberty to supply the demand for neckwear silks, whatever is turned out is in great demand, which naturally has a tendency to send up prices.

In addition labor prices are advancing all the time, and this causes increase in silk prices.

Then the cost of the raw silk is exceedingly high, due partly to the cost of bringing this to hand; a large part of the raw silk is now coming from Japan; due also perhaps to the liking of the Japanese for a substantial profit where a substantial profit is possible.

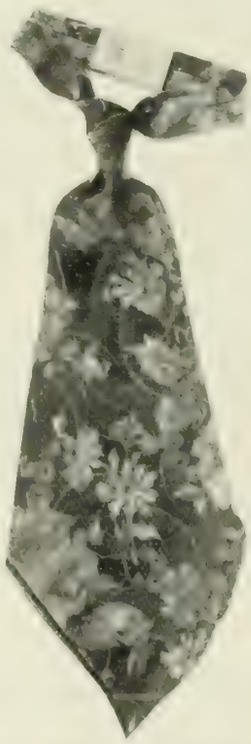
How Raw Prices Are Held Up

An incident which occurred since the last issue of MEN'S WEAR REVIEW went to press, indicates how the cost of raw silk is held up. Word went round among the silk men in the United States that the alien property custodians had some 240 bales of silk which had belonged to Germans, and that these were to be put on the market. This caused a good deal of rejoicing among the silk men, for it was felt this could be secured at a comparatively low price.

When the sale came off, however, the price was put up by some Japanese merchant until it reached $9.30 per pound, whereas the ordinary market price was $8.40 per pound.

Little Silk Showing

The word received by some of the Canadian neckwear manufacturers, from leading silk agents in the United States, is to the effect that very little is showing. One agent in writing a Canadian manufacturer sent some samples with prices marked which indicated that the tie made from this would have to be sold by the retail trade at $1.00. The manufacturer absolutely refused to purchase any of the stuff, judging that the quality to justify a dollar tie was not there. He argued, moreover, that this was junk which no American manufacturer wanted and that this was the only reason samples were sent.



Beautiful Autumnal tints run through the holiday range shown by the Niagara Neckwear Co.

That this reasoning was sound was indicated by a further note in the letter from the agent which said: "I have seen some other silks, but there is no use sending you samples for the goods will be sold before the samples could reach you."

Of course on such a market, even the poor stuff, samples of which were sent forward, will find a buyer. Fortunately for the Canadian men's wear trade,

NIAGARA NECKWEAR NOVELTIES

AUTUMN Shades and Colorings, reminders of the change of Seasons.

Prices:
$18.00
15.00
12.00
9.00
7.50
6.00

Scarf illustrated is from our $18.00 range.

In Pattern and Style our Fall and Winter Scarfs will please you, for you will realize that they will please your customers. The Mitchell Slide Easy Band, of course—it is *one* reason for the popularity of Niagara Neckwear lines.

Niagara Neckwear Co., Limited

Niagara Falls, Canada

CHRISTMAS NECKWEAR

We have an exceedingly attractive range of Autumn and Holiday Neckwear. Our supply is adequate to meet your needs, but it is advantageous for you to let us know your requirements EARLY.

Individual Boxes if you like

Our display of Holiday boxes is very artistic. Niagara Neckwear in our attractive Gift Box will prove a serviceable and pleasing Gift.

Mufflers Too

We can show you Knitted Reefers and Cut Silk Mufflers in all desirable patterns and richest coloring.

Place your Orders early

Inspect our lines carefully when our representative calls upon you.

Orders sent in direct to house always receive our most particular attention.

Niagara Neckwear Co., Limited

Niagara Falls, Canada

however, it does not seem likely to find a buyer in this country.

"You will hardly realise how scarce neckwear silk is in New York," stated one manufacturer. "Judging from recent experience I could walk up Fourth Avenue, Madison Avenue and 25th Street (the big silk district) and would not see as much stock as I have in my own factory, and my own stock is nothing excessive. The mills there are selling stuff practically as they make it. It is being snapped up by the agents and manufacturers."

"There is no such thing as futures. The mills will only take orders for immediate delivery. It is getting to a time where we are buying our silk from hand to mouth too. We get some silks and then we make it up. Of course this means we cannot plan a season ahead as we have done in the past. We cannot consider now what we will be selling in the Spring, very well, but we buy the silks as they are offered, and as the American silks have unquestionably improved, we are getting some pretty good stuff."

Prices of course are going to be steadily on the upward move. There seems no help for this.

The scarcity of black silk is noted by some manufacturers. One firm which usually makes a big range of blacks, has had to limit its showing to two patterns. The scarcity is no doubt the result of the dye difficulties. There is also a huge demand for black silk at the present time of course, but unfortunately due partially to the prevalence of mourning, and also to the fact that the United States private soldiers, as well as the officers, may wear black ties with their uniform when off duty.

SILK MUFFLERS SCARCE FOR CHRISTMAS

High Price and Scarcity of Silks Makes Manufacturers Hesitate to Produce This Fine Holiday Seller—Good Supplies of Knit Mufflers.

SILK mufflers, the time-honored Christmas favorite, are evidently going to be very scarce this coming holiday season. Merchants who have already arranged for their stocks are fortunate; those who have not might well consider what they will do about this line ,at the earliest possible date.

Manufacturers Hesitate

Scarcity of silks and the prevailing high—and climbing—prices of silks are responsible for the condition which seems to promise a scarcity of silk mufflers in the men's wear stores this Christmas. Mufflers require a lot of silk, and with this material scarce, as at present, manufacturers are hesitating to tie up a great deal of their stock in this one product; especially are they hesitant about doing this in view of the belief that the prices it will be necessary to ask for mufflers made of silks bought on the present market will tend to greatly limit the number of silk muffler purchasers.

How Prices Have Jumped

Many merchants laid in their stock of silk mufflers for Christmas, 1918, in January and February last. They are the fortunate ones. They received goods at around $18.00, some ranges considerably higher, of course, but still getting many mufflers at a price to make $2.00 or $3.00 retailing possible. Now the best price that can be quoted is around $27.00 a dozen. When this figure is reached the reselling price must come near to the $5.00 mark, and it is a question as to the readiness with which store customers would buy the goods at such a figure—it is a question for each merchant, who has not already covered his silk muffler stocks, to consider and answer very promptly.

Knit Mufflers Will Be Strong

Knit mufflers will, fortunately, be available in goodly quantities, and will fill the place of the silk mufflers where stocks of these are low. The knit muffler was a great favorite last year. It seems likely to be in even greater favor for the coming season, being bought largely by soldiers and for soldiers, and also most certainly for many civilian users.

It is a little early to speak of silk mufflers for Christmas, 1919, but with silks as they are at present, it does seem that offerings of these after the new year will be much smaller than in former selling seasons.

SEMI-READY STYLES SHOWN IN CONVENTION

THE first of what is to be a semi-annual fashion show and convention was held during the middle of August in the Semi-Ready Shops, Montreal.

A number of the merchants who sell Semi-ready clothes in Quebec, in Ontario and the Maritime Provinces were present at the convention. Nearly fifty in all enjoyed the parade of new designs, which models were shown on living models. An exposition of the chief features of each new garment was given in detail by J. H. Brownlee, the managing director of the company.

W. T. COOTE RETIRES

AFTER an association of several years with the boot and shoe trade and more recently with that of men's wear, W. T. Coote of Red Deer, Alberta, has retired from the line and has recently engaged in the insurance business, being connected at Red Deer with the Sun Life.

Mr. Coote's connection with the men's wear trade dates from 1912 when he purchased the business of C. E. Hall at Red Deer. He had previously been in Morden, Manitoba. For about two years Mr. Coote was connected with the departmental business of the W. E. Lord Co. of Red Deer, where he managed the shoe department.

SOME UNCERTAINTY AS TO SHIRT PRICES

(Continued from page 80)

this way. Perhaps soft collars are also favored by the retail trade because a fixed price has not been established for this line. Soft collars sell at various prices, and for this reason changes in price are not difficult to explain.

Manufacturers are also devoting more attention to soft collars than in the past. They realize that the general public is wearing this line more largely—that the line is becoming a year round line. They too are favoring the soft collar because its production is somewhat easier under existing circumstances. The laundering problems is not a factor here, and it is a very difficult point in production at the present time.

SLIDING SCALE OF PRICES FOR BOYS' CLOTHING

AT the convention of the National Association of Retail Clothiers held in New York Aug. 13 to 16, some points of interest to Canadian merchant swere discussed.

A sliding scale of prices for boys' clothing was recommended. Sizes from 10 to 15 years, it was held, should be the standard priced line. Suits from 6 to 9 should sell at 15 per cent. below the standard, and suits for ages 16 to 19 inclusive, should sell at a 15 per cent. advance.

The association favored a careful liquidation of clothing stocks, and more cautious future buying. Stocks, it was felt, should be brought back to normal—this being the safe course, and the course which would, on the whole, make for the best interests of the clothing industry.

A lengthy discussion took place on the U. S. Government proposal to put a luxury tax of 20 per cent. upon clothing selling above a certain price. The feeling was that the Government should be fully advised of the situation as it exists to-day in the clothing industry—that the luxury prices of before war are the necessity prices of to-day. The intention is to have a committee from the association lay this point before the proper authorities at Washington.

"WHERE-TO-BUY" DIRECTORY

APRONS
American Pad & Textile Co., Chatham.
Hamilton Carhartt Cotton Mills, Toronto.
Kitchen Shirt & Overall Co., Brantford.

ARM BANDS
Arrow Garter Co., Montreal.
Dominion Suspender Co., Niagara Falls.
King Suspender Co., Toronto.

AUTOMOBILE GAUNTLETS
Acme Glove Works, Ltd., Montreal.
Dent, Allcroft & Co., Montreal.
Hamilton Carhartt Cotton Mills, Toronto.

ARTIFICIAL FLOWERS
Dale Wax Figure Co., Ltd., Toronto.

BATHING SUITS, Men's and Boys'
The Monarch Knitting Co., Dunnville.

BATH ROBES
Alphonse Racine, Ltd., Montreal.
The Dufferin Shirt Co., Toronto.

BOYS' BLOUSES
John W. Peck & Co., Montreal.
The Jackson Mfg. Co., Clinton, Ont.
The Williams, Greene & Rome Co., Kitchener.
The Dufferin Shirt Co., Toronto.
The Lang Shirt Co., Kitchener.
Alphonse Racine, Ltd., Montreal.
Tooke Bros., Montreal.
The Van Allen Shirt Co., Hamilton.
Fried Grills Co., Ltd., Guelph.

BOYS' BLOOMERS
Walter Blue & Co., Sherbrooke, Que.
B. Gardner & Co., Montreal.
Freedman & Co., Montreal.
Coppley, Noyes & Randall, Hamilton.
Davis Bros., Hamilton.
W. J. Keens Co., Ltd., Toronto.
Miller Mfg. Co., Toronto.
John W. Peck & Co., Montreal.
Alphonse Racine, Ltd., Montreal.
The Jackson Mfg. Co., Ltd., Clinton.
Vineberg Pants Co., Montreal.
Boston Cap Co., Montreal.
Buckley Drouin Co., Montreal.
L. Gnaedinger & Sons, Montreal.
Tip Top Cap Co., London.
The Fraser Cap Co., London, Ont.
L. Gnaedinger Son & Co., Montreal.
John W. Peck & Co., Montreal.
The Williams Trow Knitting Co., Ltd., Stratford, Ont.
Boston Cap Co., Montreal.

CHILDREN'S KNITTED SUITS
Acme Glove Works, Ltd., Montreal.

COLLARS AND CUFFS, Linen
Cluett, Peabody & Co., Inc., Troy, N.Y.
Alphonse Racine, Ltd., Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.

COMPOSITION COLLARS
Parsons & Parsons Canadian Co., Hamilton.

CLOTHING, Boys'
Walter Blue & Co., Sherbrooke, Que.
B. Gardner & Co., Montreal.
Coppley, Noyes & Randall, Hamilton.
Freedman & Co., Montreal.
Freedman & Co., Montreal.
The Jackson Mfg. Co., Ltd., Clinton.
W. J. Keens Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
Wearbest Clothing Mfg. Co., Montreal.
E. A. Small, Montreal.
Hoffman Ducoffe & Co., Montreal.

CLOTHING, Men's
[illegible]

John W. Peck & Co., Montreal.
Kaplan, Samuelsohn & Co., Montreal.
Randall & Johnston, Toronto.
E. A. Small, Montreal.
Wearbest Clothing Mfg. Co., Montreal.
Hoffman Ducoffe & Co., Montreal.

CLOTHING, Special Measure
Walter Blue & Co., Sherbrooke, Que.
Coppley, Noyes & Randall, Hamilton.
Fashion Craft Manfrs. Ltd., Montreal.
Freedman & Co., Montreal.
B. Gardner & Co., Montreal.
The House of Hobberlin, Ltd., Toronto.
Wm. Leishman & Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
Randall & Johnston, Toronto.
E. A. Small, Montreal.
Wearbest Clothing Mfg. Co., Montreal.

CLOTHING SPECIALTIES
B. Gardner & Co., Montreal.
Acme Glove Works, Ltd., Montreal.
The House of Hobberlin, Ltd., Toronto.

CLOTHING, Summer and Specialty
Fashion Craft Mfg. Co., Ltd., Montreal.
Wm. H. Leishman & Co., Ltd., Toronto.
Miller Mfg. Co., Ltd., Toronto.
Wreyford & Co., Toronto.
The House of Hobberlin, Ltd., Toronto.

CLOTHING, Young Men's
Bachelor Clothing Co., Ltd., Sherbrooke.
Walter Blue & Co., Sherbrooke, Que.
College Brand Clothes Co., Ltd., Montreal.
Coppley, Noyes & Randall, Hamilton.
Fashion Craft Manfrs. Ltd., Montreal.
B. Gardner & Co., Montreal.
Freedman & Co., Montreal.
Freedman & Co., Montreal.
W. J. Keens Co., Ltd., Toronto.
Wm. Leishman & Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
Randall & Johnston, Toronto.
E. A. Small, Montreal.
Wearbest Clothing Mfg. Co., Montreal.
The House of Hobberlin, Ltd., Toronto.
Kaplan, Samuelsohn & Co., Montreal.

CRAVATS
Wm. Milne, Toronto.
Tooke Bros., Montreal.
Van Allen Shirt Co., Hamilton.
Niagara Neckwear Co., Niagara Falls, Ont.
King Neckwear Co., Toronto.

FURS
Buckley, Drouin & Co., Montreal.
L. Gnaedinger Son & Co., Montreal.

GARTERS
Arrow Garter Co., Montreal.
Dominion Suspender Co., Niagara Falls.
King Suspender Co., Toronto.
Alphonse Racine, Ltd., Montreal.

GAUNTLETS
Acme Glove Works, Ltd., Montreal.

GLOVES, Washable Cape, Buckskin, Chamois
Acme Glove Works, Ltd., Montreal.
Dent, Allcroft & Co., Montreal.

GLOVES
Acme Glove Works, Ltd., Montreal.
Dent, Allcroft & Co., Montreal.
Hamilton Carhartt Cotton Mills, Toronto.

GLOVES AND MITTS, Heavy Workingmen's
Alphonse Racine, Ltd., Montreal.
American Pad & Textile Co., Chatham.
Williams Trow Knit Co., Ltd., Stratford, Ont.
Hamilton Carhartt Cotton Mills, Toronto.
Acme Glove Works, Ltd., Montreal.

GLOVES, Kid
Dent, Allcroft & Co., Montreal.

GLOVES, Leather, Lined and Unlined
Dent, Allcroft & Co., Montreal.

GLOVES, Horse Hide
Acme Glove Works, Ltd., Montreal.

GLOVES, Jersey
Acme Glove Works, Ltd., Montreal.

GLOVES, Mocha
Acme Glove Works, Ltd., Montreal.

GLOVES, Fabric
The American Pad & Textile Co., Chatham, Ont.
Dent, Allcroft & Co., Montreal.
Freedman & Co., Montreal.

GLOVES AND MITTS, Woollen
R. M. Ballantyne, Stratford.
Dent, Allcroft & Co., Montreal.
Monarch Knitting Co., Ltd., Dunnville.
The Williams-Trow Co., Stratford, Ont.
Alphonse Racine, Ltd., Montreal.
The Avon Hosiery Co., Ltd., Stratford, Ont.
Wreyford & Co., Toronto.

HANDKERCHIEFS
Cluett, Peabody & Co., Inc., Troy, N.Y.
Alphonse Racine, Ltd., Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.

HATS, Felt
Boston Cap Co., Montreal.
Ansley Dineen Co., Ltd., Toronto.
The Mayhew Hat Co., Niagara Falls, Canada.
Buckley, Drouin & Co., Montreal.
L. Gnaedinger Son & Co., Montreal.
Fried Grills Hat Co., Ltd., Guelph.
Wolthausen Hat Corp., Brockville.
John W. Peck & Co., Montreal.

HATS, Straw
Ansley-Dineen Co., Ltd., Toronto.
Buckley Drouin & Co., Montreal.
Canadian Panama Hat Co., Toronto.
L. Gnaedinger Son & Co., Montreal.
Fried Grills Hat Co., Ltd., Guelph.
John W. Peck & Co., Montreal.

HATS, Panama
Canadian Panama Hat Co., Toronto.
L. Gnaedinger Son & Co., Montreal.
Fried Grills Hat Co., Ltd., Guelph.
Niagara Panama Straw Hat Co., Niagara Falls, Canada.

HOSIERY, Boys'
Avon Hosiery Co., Stratford.
The Monarch Knitting Co., Dunnville.
Alphonse Racine, Ltd., Montreal.
Wreyford & Co., Toronto.
Acme Glove Works, Ltd., Montreal.
Zimmerman Mfg. Co., Ltd., Hamilton.

HOSIERY, Men's
R. M. Ballantyne, Stratford.
Craftana, London, Eng.
The Monarch Knitting Co., Dunnville.
Alphonse Racine, Ltd., Montreal.
Wreyford & Co., Toronto.
Acme Glove Works, Ltd., Montreal.
Zimmerman Mfg. Co., Ltd., Hamilton.

LADIES' SILK PLUSH HATS
Geo. Provencher, Montreal.

LININGS
Richard Haworth & Co., Ltd., Manchester, Eng.

LEATHER GOODS
Davis Novelty Co., Montreal.

LEATHER BELTS
Arrow Garter Co., Montreal.

LEATHER GLOVES
Dent, Allcroft & Co., Montreal.

MACKINAW OR SPORT COATS
R. M. Ballantyne, Stratford, Ont.
Coppley, Noyes & Randall, Hamilton.

MEN'S TROUSERS
Walter Blue & Co., Sherbrooke, Que.
Coppley, Noyes & Randall, Hamilton.
Davis Brothers, Hamilton.
Hamilton Carhartt Cotton Mills, Toronto.
W. J. Keens Co., Ltd., Toronto.
Miller Mfg. Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
B. Gardner & Co., Montreal.
Alphonse Racine, Ltd., Montreal.
Randall & Johnston, Toronto.
Wearbest Clothing Mfg. Co., Montreal.
The J. B. Goodhue Co., Ltd., Rock Island, Que.
Vineberg Pants Co., Montreal.
Hoffman Ducoffe & Co., Montreal.

PANAMAS

for Summer, 1919

In all Dimensions, also Balibuntals, Bangkoks and Leghorns

$13.50 to $80.00

$15.00 to $80.00

$15.00 to $90.00

$16.00 to $80.00

South American Panamas — Bali-buntals

THE FEDERAL PANAMA HAT Co

PANAMA MANUFACTURERS

THE BUCKLEY DROUIN CO., Limited
SALES AGENTS

164 McGILL ST.
MONTREAL

Toyos — Bangkoks — Leghorns

If interested, tear out this page and place with letters to be answered.

"WHERE-TO-BUY" DIRECTORY

MILITARY TAILORS
Wm. H. Leishman, Toronto.
Miller Mfg. Co., Ltd., Toronto.
The House of Hobberlin, Ltd., Toronto.

MEN'S FURNISHINGS
Tooke Bros., Montreal.
Hoffman Ducoffe & Co., Montreal.

MUNITION COATS
Hamilton Carhartt Cotton Mills, Toronto.
Kitchen Overall & Shirt Co., Brantford.
The J. B. Goodhue Co., Ltd., Rock Island, Que.
Acme Glove Works, Ltd., Montreal.

MILITARY SUPPLIES
Miller Manfg. Co., Ltd., Toronto.
Wreyford & Co., Toronto.

MUFFLERS
Acme Glove Works, Ltd., Montreal.
R. M. Ballantyne, Stratford.
Crescent Mfg. Co., Montreal.
King Neckwear Co., Toronto.
Wm. Milne, Toronto.
Monarch Knitting Co., Ltd., Dunnville.
Niagara Neckwear Co., Niagara Falls.
Alphonse Racine, Ltd., Montreal.
The Avon Hosiery Co., Ltd., Stratford, Ont.
Van Allen Co., Montreal.
Tooke Bros., Ltd., Montreal.
Wreyford & Co., Toronto.
The Williams Trow Knitting Co., Ltd., Stratford, Ont.

NECKWEAR
John Forsyth & Co., Kitchener.
King Neckwear Co., Toronto.
Wm. Milne, Toronto.
Niagara Neckwear Co., Niagara Falls.
Tooke Bros., Montreal.
Wreyford & Co., Toronto.
Alphonse Racine, Ltd., Montreal.
Van Allen Co., Hamilton.

NIGHT ROBES
Cluett, Peabody & Co., Inc., Troy, N.Y.
Deacon Shirt Co., Belleville.
Lang Shirt Co., Kitchener, Ont.
John Forsyth Co., Kitchener.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.
Alphonse Racine, Ltd., Montreal.
Van Allen Co., Montreal.

NOVELTIES, Leather
Davis Novelty Co., Montreal.

OIL CLOTHING
Tower Canadian, Ltd., Toronto.

OVERCOATS
Walter Blue & Co., Sherbrooke, Que.
Coppley, Noyes & Randall, Hamilton.
W. J. Keens Co., Ltd., Toronto.
Kaplan, Samuelsohn & Co., Montreal
B. Gardner & Co., Montreal.
Wm. H. Leishman & Co., Ltd., Toronto
Miller Mfg. Co., Ltd., Toronto.
Randall & Johnston, Toronto.
E. A. Small, Montreal
Wearbest Clothing Mfg. Co., Montreal.

OVERALLS AND SMOCKS
Acme Glove Works, Ltd., Montreal.
Hamilton Carhartt Cotton Mills, Toronto
Kitchen Overall & Shirt Co., Brantford
Alphonse Racine, Ltd., Montreal
The J. B. Goodhue Co., Ltd., Rock Island, Que.

OVERALLS AND ROMPERS, Boys'
Jackson Manfg. Co., Clinton

PANAMA HATS, Ladies' and Men's
Ajax Hat Co., Ltd., Toronto
Dunlop, Dewitt & Co., Montreal
Canadian Panama Hat Co., Toronto
Dalton, Pearson Hat Co., Montreal
L. Gnaedinger Son & Co., Montreal.
Niagara Panama Straw Hat Co., Niagara Falls, Ont.
Fried Grills Hat Co., Ltd., Guelph.

PYJAMAS
Cluett, Peabody & Co., Inc., Troy, N.Y.
Deacon Shirt Co., Belleville.
Lang Shirt Co., Kitchener, Ont.
Alphonse Racine, Ltd., Montreal.
The Dufferin Shirt Co., Toronto.
Tooke Bros., Montreal.
John Forsyth & Co., Toronto.
Williams, Greene & Rome Co., Kitchener.
Van Allen Co., Montreal.

PULLOVERS, Men's and Boys'
Monarch Knitting Co., Ltd., Dunnville.

REGISTRATION CERTIFICATE HOLDERS
Davis Novelty Co., Montreal.

PANTS
The J. B. Goodhue Co., Ltd., Rock Island, Que.
Vineberg Pants Co., Montreal.

RAINCOATS AND CLOTHING
Can. Consolidated Rubber Co., Ltd., Montreal.
Samuel Wener & Co., Montreal.
Tower Canadian, Limited, Toronto.
Fashion Craft Mfg. Co., Ltd., Montreal.

RAZORS
Gillette Safety Razor Co. of Canada, Montreal.

RIDING BREECHES
Davis Bros., Hamilton.
Vineberg Pants Co., Montreal.

SILK KNITTED GOODS
Monarch Knitting Co., Ltd., Dunnville.

SILK HATS
Geo. Provencher, Montreal.

SHIRTS, Fine
Cluett, Peabody & Co., Inc., Troy, N.Y.
Deacon Shirt Co., Belleville.
The Dufferin Shirt Co., Toronto.
John Forsyth & Co., Kitchener.
Lang Shirt Co., Kitchener.
John W. Peck & Co., Montreal.
Alphonse Racine, Ltd., Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.
Van Allen Co., Hamilton.

SHIRTS, Working
Acme Glove Works, Ltd., Montreal.
Deacon Shirt Co., Belleville.
Kitchen Overall & Shirt Co., Brantford.
Lang Shirt Co., Kitchener.
Miller Manfg. Co., Toronto.
John W. Peck & Co., Montreal.
Alphonse Racine, Ltd., Montreal.
John Forsyth Co., Kitchener.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.
Wreyford & Co., Toronto.
The Dufferin Shirt Co., Toronto.
The J. B. Goodhue Co., Ltd., Rock Island, Que.

SOFT COLLARS
Cluett, Peabody & Co., Inc., Troy, N.Y.
John Forsyth Co., Kitchener.
Lang Shirt Co., Kitchener.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener

SWEATERS AND SWEATER COATS
Acme Glove Works, Ltd., Montreal.
R. M. Ballantyne & Co., Stratford.
The Avon Hosiery Co., Ltd., Stratford, Ont.
Monarch Knitting Co., Ltd., Dunnville.
Alphonse Racine, Ltd., Montreal.
Wreyford & Co., Toronto
The Williams Trow Knit Co., Ltd., Stratford.

SUSPENDERS AND BELTS
Dominion Suspender Co., Niagara Falls.
King Suspender Co., Toronto
Alphonse Racine, Ltd., Montreal

SMOCKS
The J. B. Goodhue Co., Ltd., Rock Island, Que.

SUMMER UNDERWEAR
Atlantic Underwear Co., Moncton, N.B.
Cluett, Peabody & Co., Inc., Troy, N.Y.
Mercury Mills, Hamilton.
Alphonse Racine, Ltd., Montreal.
John Forsyth Co., Kitchener.
Tooke Bros., Montreal.
The Zimmerman Mfg. Co., Hamilton.
Thos. Waterhouse & Co., Ingersoll.
Williams, Greene & Rome Co., Kitchener.
Wreyford & Co., Toronto.

TOQUES
R. M. Ballantyne, Stratford.
Monarch Knitting Co., Ltd., Dunnville.
The Williams Trow Co., Stratford, Ont.
The Avon Hosiery Co., Ltd., Stratford, Ont.

TAILORS' LININGS
Richard Haworth & Co., Ltd., Manchester, Eng.

ULSTERS
Fashion Craft, Limited, Montreal.
B. Gardner & Co., Montreal.
Kaplan Samuelsohn Co., Ltd., Montreal.

UNDERWEAR, Winter
Atlantic Underwear Co., Moncton, N.B.
Mercury Mills, Ltd., Hamilton.
Alphonse Racine, Ltd., Montreal.
Thos. Waterhouse & Co., Ingersoll.
Wreyford & Co., Toronto.
Zimmerman Mfg. Co., Ltd., Hamilton.

WATERPROOF RAINCOATS
Can. Consolidated Rubber Co., Ltd., Montreal.
H. E. Davis & Co., Montreal.
Samuel Wener & Co., Montreal.
Alphonse Racine, Ltd., Montreal.
Fashion Craft, Ltd., Montreal.
Tower Canadian, Ltd., Toronto.

WORKING PANTS
Acme Glove Works, Ltd., Montreal.
Hamilton Carhartt Cotton Mills, Toronto.
John W. Peck & Co., Montreal.
Vineberg Pants Co., Montreal.
Alphonse Racine, Ltd., Montreal.
The J. B. Goodhue Co., Ltd., Rock Island, Que.

WATERPROOF CLOTHING
Tower Canadian, Ltd., Toronto.

WOOLLEN GLOVES
Dent, Allcroft & Co., Montreal.

EQUIPMENT SECTION

ARTIFICIAL FLOWERS
Dale Wax Figure Co., Ltd., Toronto.

BACKGROUNDS
Geo. H. Charles, Toronto.

CASH REGISTERS
National Cash Register Co., Toronto.

CREDIT FILES
National Cash Register Co., Toronto.

HAT STANDS
The Taylor Mfg. Co., Hamilton.

NECKTIE AND GLOVE HOLDERS
Onli-Wa Fixture Co. (sales agents Parsons & Parsons, Hamilton).

RACKS AND HANGERS
Dale Wax Figure Co., Ltd., Toronto.
Taylor Mfg. Co., Hamilton.
Walker Bin & Store Fixture Co., Kitchener.

REVERSIBLE WARDROBES
Jones Bros. & Co., Toronto.

SHOW CASES AND INTERIOR FITTINGS
Jones Bros. & Co., Toronto.
Taylor Mfg. Co., Hamilton.
Walker Bin & Store Fixture Co., Kitchener

WAX FIGURES
Dale Wax Figure Co., Ltd., Toronto.
Geo. H. Charles, Toronto

"Fashion-Craft"

Special Order Service Sales Rack

Makes taking orders for Suits and Overcoats a pleasant and profitable business.

Exclusively used by FASHION-CRAFT Agents.

Protected by patent rights.

FALL and WINTER SAMPLES and MODELS

NOW READY

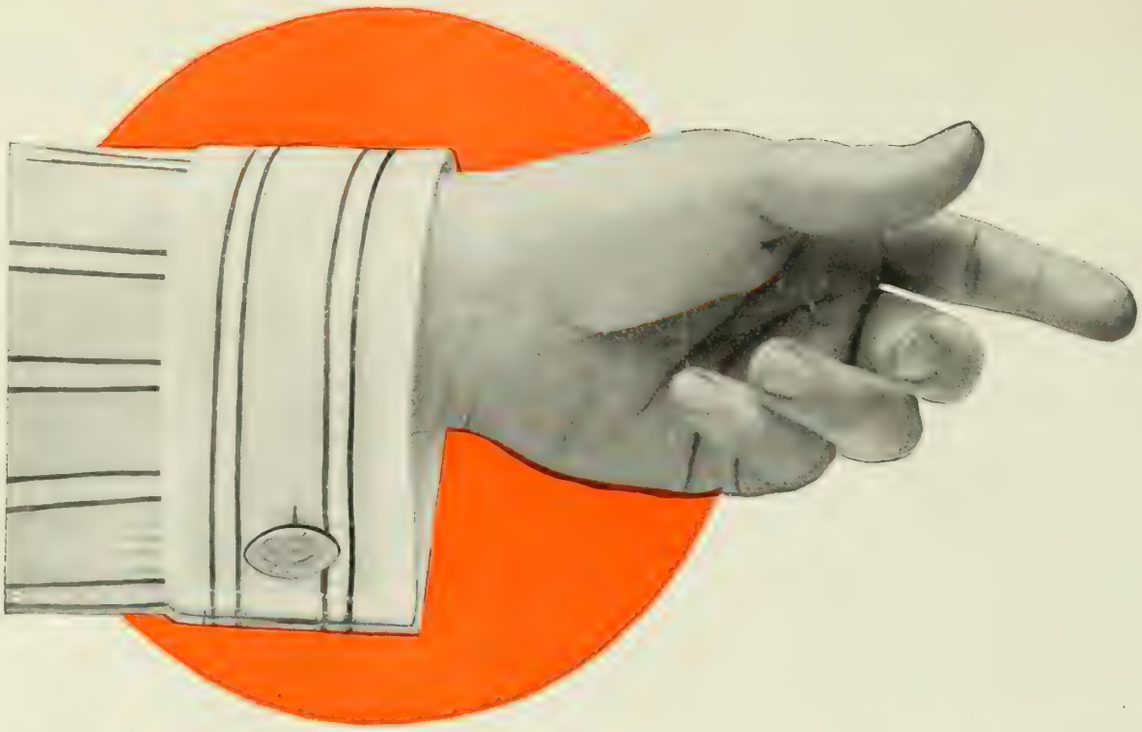
Is there a FASHION-CRAFT Agent in your town? If not, now is your opportunity to get an exclusive special order agency for the highest type men's clothes produced.

FASHION-CRAFT Clothes are favourably known from coast to coast.

If you wish to handle them, write Promotion Dept.

Fashion-Craft Mfrs. Limited, Montreal

If interested, tear out this page and place with letters to be answered.



Making a Good Shirt Better

People are changing their buying habits. Quality is all important with them these days and trade-marks are looked for keenly.

For nearly half a century the W.G. & R. trade-mark has been the standard for quality throughout Canada, and now to quality comes this added improvement and convenience, the

DOUBLE WEAR CUFFS

Patented 1918

This cuff can be turned when one side is soiled, giving extra wear and saving laundry bills. It turns neatly, finished the same both sides and will not wrinkle or bulge when turned.

The old style cuff can be turned of course, but—*"it looks turned."* That's the difference.

Our representative will be glad to show you this exclusive feature.

TRADE W.G.R. MARK

WILLIAMS, GREENE & ROME CO., LIMITED

Head Office and Factory, KITCHENER, ONT.

MONTREAL TORONTO WINNIPEG VANCOUVER

Shirts, Collars, Pyjamas, Summer Underwear, Boys Blouses

If interested, tear out this page and keep with letters to be answered.

"The Excellence of the Product has Established the Brand."

ANNOUNCEMENT

¶ Our Spring range for 1919 will be ready in September.

¶ It is impossible to get early delivery on novelty cloths this season. The mills have so much Government work to take care of.

¶ Colors and patterns, while not so extreme as in the past, are bright, clean and attractive. Novel designs will be found throughout the range that will appeal to your younger customers. The men who rely on the W.G. & R. trade mark because they know that mark is a guarantee of quality, can be assured that the quality is being maintained. The range is indeed well selected and very complete, but quality of product comes first.

¶ All shirts are made with the famous Double Wear cuff, and we cannot emphasize too strongly the selling advantages of this exclusive feature.

¶ Our representative will advise you when he expects to have the pleasure of calling upon you.

TRADE W.G.&R. MARK

Shirts, Collars, Pyjamas, Cooltex Underwear Boys' Blouses.

WILLIAMS, GREENE & ROME CO., Ltd.

FACTORY AND HEAD OFFICE, KITCHENER, ONT.

MONTREAL TORONTO WINNIPEG VANCOUVER

If interested, tear out this page and place with letters to be answered.

In Spite of All Difficulties

We Are Still Making Deliveries

Although some lines are temporarily off the market, we are able to make shipments of

Carhartt Overalls

Here are some of our lines—every line carrying the famous Carhartt Guarantee of quality and workmanship.

For Men:

- Carhartt's Overalls
- Khaki Work Pants
- Cottonades
- Corduroys
- Also work gloves in sheepskin, splits and horsehide.

For Women:

- Khaki and Galatea Allovers and Slipovers.

Full supplies of all lines ready for immediate shipment. Order early and be sure of good delivery.

Hamilton Carhartt Cotton Mills, Ltd.

Toronto Unit

TORONTO MONTREAL WINNIPEG
VANCOUVER LIVERPOOL (ENG.)

See the New—

King

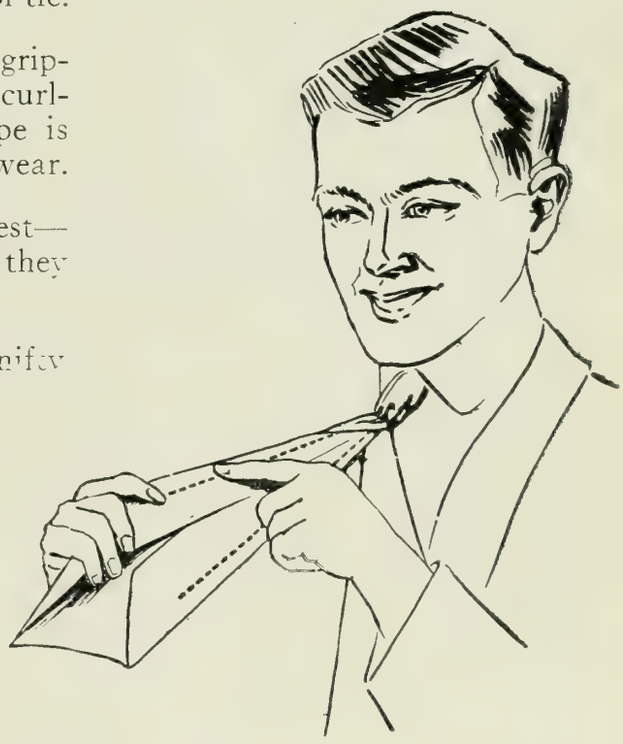
PAT'D
"STAY-IN-SHAPE"
CRAVATS

Now perfectly made with two straight rows of pure silk stitches down back of tie.

They go *right through the lining*, gripping it securely to back of tie so that curling, twisting or pulling out of shape is practically impossible with ordinary wear.

You might just as well have the best—that means "Stay-in-Shape" — and they cost no more than other makes.

In every kind of weave and nifty novelty, from $5.50 to $18.00.

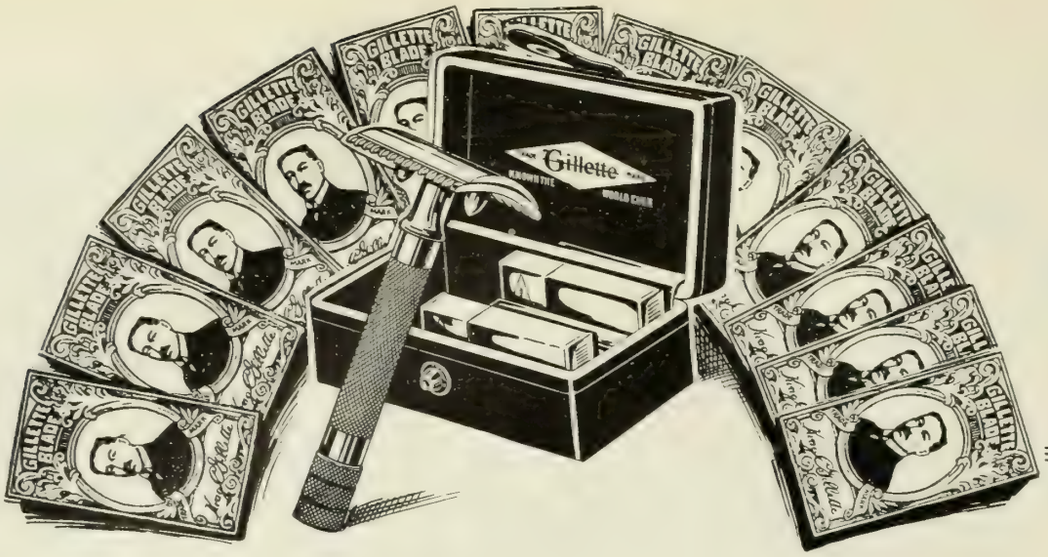


The King Suspender and Neckwear Co.

TORONTO : CANADA

"STAY-IN-SHAPE"

If interested, tear out this page and place with letters to be answered.



Gillette
Safety Razors

MEN'S wear stores are just as logical an outlet for Gillette Razors as are the stores of jewelers, druggists and hardware men.

A man enters your store intent on making purchases for his personal adornment. While you are wrapping up his collars, you expect him to inspect your display of ties. Quite often you make the second sale.

There's a wonderful opportunity to make that second sale one amounting to five dollars—a Gillette Razor, for it pertains directly to his personal comfort.

With the Gillette's high reputation, our forceful publicity, and the attractive value of a display of the razor sets, the man bent on his personal needs will demonstrate sufficient interest for you to introduce Gillettes—and close the sale.

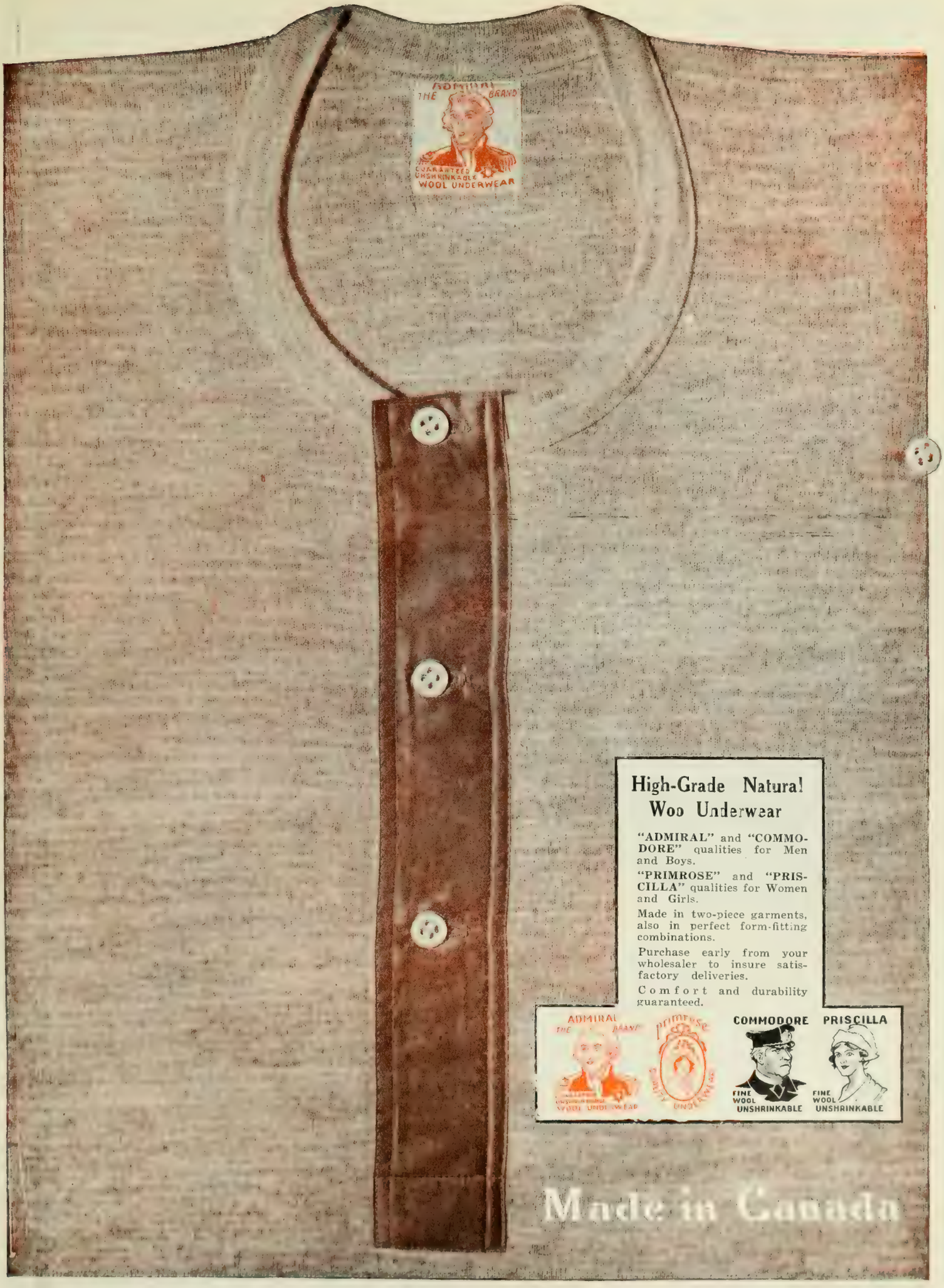
We supply you regularly with all accessories such as display cards, signs and counter folders.

For full particulars write to Sales Dept.

GILLETTE SAFETY RAZOR COMPANY
of Canada, Limited

Office and Factory: - 65-73 St. Alexander Street, Montreal

If interested, tear out this page and place with letters to be answered.


THE BRAND
GUARANTEED UNSHRINKABLE
WOOL UNDERWEAR
High-Grade Natural Woo Underwear
"ADMIRAL" and "COMMODORE" qualities for Men and Boys.
"PRIMROSE" and "PRISCILLA" qualities for Women and Girls.
Made in two-piece garments, also in perfect form-fitting combinations.
Purchase early from your wholesaler to insure satisfactory deliveries.
Comfort and durability guaranteed.
ADMIRAL
COMMODORE
FINE WOOL UNSHRINKABLE
PRISCILLA
FINE WOOL UNSHRINKABLE
Made in Canada

If interested, tear out this page and keep with letters to be answered.

Taylor-Made

HERE is a handsome case for your caps. You can keep fifteen dozen in perfect order—the sizes all together—no bother about boxes—no confusion—no difficulty to ascertain exact stock on hand. Order one by mail to-day on thirty days' trial. If not satisfactory in every way it can be returned at our expense.

Price, $12.50

The Taylor Mfg. Co.
Hamilton Ontario

Taylor-Made

Announcing the First Increase in Prices of Taylor-Made Clothing Hangers

In face of greatly increased production costs, we have been able up to this time to sell these lines at the old prices. New prices on standard hangers are now effective as follows:

No. 74-B—Concave Hanger with bar	**$15.00**
No. 280—Coat Form Hanger with bar	**8.50**
No. 33-B—Boys' Form Hanger with bar	**10.00**
Taylor Cap Case, holds 15 dozen caps in three square feet of floor space	**15.00**

Prices of hangers have increased 50 to 75 per cent. in United States during the past 18 months. Further increases must be made as soon as our present stocks are sold out. You will need hangers this fall? It will be good business to order them now.

Trouser Rack, $15 Hanger, $5.50

The Taylor Mfg. Co.
Hamilton Ontario

If interested, tear out this page and place with letters to be answered.

The Clothes You Sell will Make or Mar the Future of Your Business

LEISHMAN MADE-TO-MEASURE SETS AND SWATCHES will enable you to give particular men the sort of clothes they are looking for—clothes finished to satisfy the most careful dressers.

An examination of the Leishman Smples, Style Illustrations and the Simple Measuring Forms will show you the big possibilities in this special Measure proposition.

SPRING SAMPLES NOW READY

Our connection with the markets has enabled us to secure materials which will ensure the looked-for Leishman satisfaction. We feel sure our Spring models will delight you both for cloths and styles.

Wm. H. Leishman & Company
Limited

Wholesale Custom Tailors

68 Temperance St., Toronto

"Makers of the best Tailored Garments for Men"

If interested, tear out this page and place with letters to be answered.

Everything for Life in the Open

SILK TENTS AND "REPELLANT" BRAND ARMY DUCK TENTS. Best money can buy.

"NAIDANAC MAKINAW" Street Suits, Blazers, Shooting Coats, Pants, Shirts, etc. Pure wool, waterproof.

SLEEPING BAGS, BLANKETS, SWEATERS, UNDERWEAR.

Let us know your requirements for equipping camping, hunting, fishing parties, lumbermen's supplies, etc.

GRANT---HOLDEN---GRAHAM, LIMITED

Factory and Warehouse: 147-151 ALBERT STREET, OTTAWA, CAN.

"Craftana"

Registered No. 262,00[illegible]

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

HBC BRAND

TRADE MARK

OUR SPECIALTIES

Boys' Suits
Juvenile Suits
and Bloomers—
Men's Trousers

Specializing in these important lines, we are in a position to offer you unusual values.

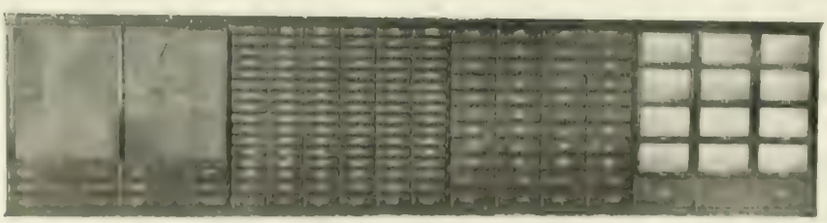
Remember these goods are all up-to-date and saleable, and at prices which are well worth investigating, with a large stock always on hand.

Our salesmen will be out in September, or we will be pleased to submit samples and prices on request.

Hoffman Ducoffe & Co.

314 Notre Dame Street West, Montreal

WALL CASES WORTH WHILE



This section case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want.

Others will have different needs but whatever they are, in fixtures, we can fill them.

The Walker Bin & Store Fixture Company

KITCHENER - ONTARIO

If interested, tear out this page and place with letters to be answered.

KANT KRACK

Trade Mark Registered

14 to 19

stands for Appearance, Style and Practical Economy in the Collar World.

12 to 18½

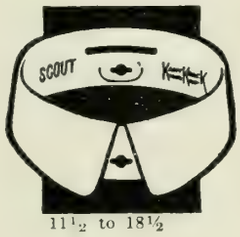
12½ to 18½

We show you here a few of the KANT KRACK Composition Collars—cleanable collars with the finish and appearance of the laundered linen article **without the laundry bills.**

Show the KANT KRACK line to your trade. KANT KRACK styles and sizes are varied enough to suit the taste of every customer.

12 to 18½

13 to 17



11½ to 18½

12 to 19

11½ to 21

The Parsons *and* Parsons Canadian Company

Makers of the famous KANT KRACK *Composition Collar*

Est. in U.S.A., 1879. HAMILTON, CANADA Est. in Canada, 1907.

Canadian Manufacturers for THE ONLI-WA TIE Holders sold at $3.50 per dozen.

Charles Makes **Backgrounds**

There is a distinctive individuality about our work which makes our backgrounds of special value to merchants in arranging displays that SELL.

Size 7 feet x 8 feet is $20, and other sizes in proportion.

Charles Advertising
93 Yonge Street
Toronto

PANTS

Well Cut
Well Tailored

You ought to see our new assortments for SPRING and IMMEDIATE in
MEN'S PANTS
RIDING BREECHES
LUMBERMAN'S PANTS

Our values are [illegible]

Let us show you what we have.
Drop us a card, and our representative will call.

VINEBERG PANTS CO.
160 McGill Street - MONTREAL

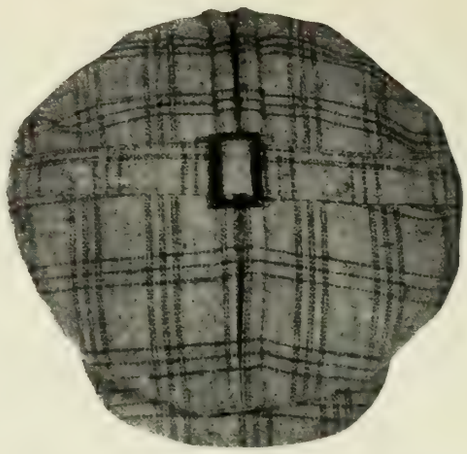
If interested, tear out this page and place with letters to be answered.

Fraser-Made London

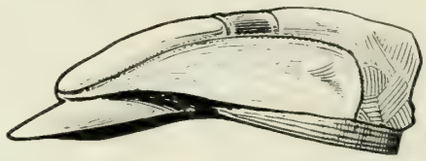
—the winning line for your Cap Displays

We can supply you with a splendid new assortment of Men's and Boys' Caps and Kiddies' Hats—an assortment combining good value, good appearance and long wear to a remarkable degree.

Write to-day for appointment.



A new model for Spring, pleated crown, short belt and curved seams



Showing the attractive arch seam on this model

The Fraser Cap Company, London, Ont.

Cap Makers for Twenty Years

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAYNSTERS

"Made in Canada" Raincoats

The safest guide for raincoat styles and values is our "Dominion Raynster" Style Book and Price List. No up-to-date dealer or raincoat buyer should be without them. Both Style Book and Price List are free to those who will write our nearest service branch.

Write to-day.

Canadian Consolidated Rubber Co.,
Limited

Head Office: MONTREAL

Service Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria.

Showing patent waist buttoned.

Showing patent waist open.

Tooke Junior Waist

(McBride Pat.)

There are several distinct features of this garment that make it an exceptionally strong seller.

It gives the little man the Patent TOOKE HOOK Collar just like father wears; the Cuff-button effect with no links to lose, and a permanent perfect fit, adjustable waistband with no unsightly tape to tie or to come untied and hang out.

These features appeal to all mothers and they can only be had in TOOKE JUNIOR WAISTS which are made in the latest designs.

Increase Your Sales by Stocking this New Garment

TOOKE BROS., LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII. PUBLICATION OFFICE: TORONTO, OCTOBER, 1918 No. 10

JUST ARRIVED
FROM SWITZERLAND

SILK MUFFLERS DE LUXE!

Here are the richest pure Swiss silk mufflers we have ever seen on this market.
Every design a novelty in four gorgeous color schemes.
Two widths at popular prices.

THEY'LL BE IN DEMAND THIS FALL, THAT'S SURE!

We haven't many. Please book your orders NOW!

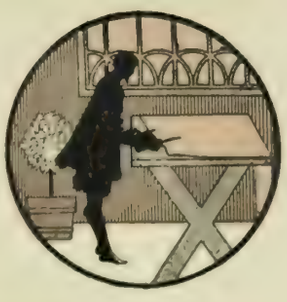
THE KING SUSPENDER AND NECKWEAR CO.
TORONTO, CANADA

The Guaranteed Forsyth SHIRT

Each Garment Individually Cut by Hand

WE are *tailors*, not manufacturers, of men's clothes. Each order for suit or coat that comes to us from our agents is treated individually and cut individually to measure, by hand, in our large, roomy daylight workshops. Each and every part of the garment to linings and trimmings is individually cut by hand—there is no compromise, no adaptation from stock-cut sizes. It is this *individual* tailoring which gives that *plus* to the quality and appearance of Hobberlin Made-to-Measure Clothes.

We will be glad to hear from you, if Hobberlin Tailoring is not as yet represented in your locality.



THE HOUSE OF HOBBERLIN LIMITED

Canada's Largest and Oldest Tailoring Industry

Institution Established 1885

9 EAST RICHMOND STREET, TORONTO

CANADA

If interested, tear out this page and place with letters to be answered.

Coppley, Noyes & Randall, Limited

Hamilton = Ontario

If interested, tear out this page and place with letters to be answered

Make Sure of Big Business from the Young Fellow—The Fellow Not Yet Called to Arms

BACK from the farm has come an army of lads —young fellows of 15 to 19 years. Some are still in school, others are taking a man's place at work; still others are working part time. These youths have money, have the means to secure the clothes they need.

Our Collegiate Clothes For Youths and Boys

Long Trousers or Bloomer Styles

are designed particularly to meet the needs and wishes of this important class. Collegiate clothes are carefully tailored; made to stand the wear a healthy lad subjects his clothing to.

ON the opposite page you will see a few of the Collegiate Clothes style. *Other* models are just as attractive; *all* are clean-cut, smart, but not extreme.

IT will pay you to cover your Spring needs of suits and overcoats at once while the Collegiate range of fabrics is complete.

Our salesmen are now out. Appointments should be made while the range is complete.

All orders taken will be filled.

Coppley, Noyes & Randall, Limited

Hamilton - Ontario

If interested, tear out this page and place with letters to be answered.

Milne's Neckwear News for October

One of the Christmas patterns from our $10.50 range.

Christmas Trade Winners

In our ranges you will find splendid Christmas patterns and colorings. Our holiday showing is at its best now and we believe it to be in your interests to cover your needs at once.

Splendid values in our other ranges priced at $6.00, $7.50, $10.50, $13.50, $16.00, $18.00, and $20.00.

WILLIAM MILNE

50 York Street, Toronto

New lines continually arriving. *Always inspect the Milne Offerings.*

If interested, tear out this page and place with letters to be answered.

FASHION-CRAFT

BUSINESS SUITS

TO RETAIL

$30 to $60

The showing for Spring is complete. Quality governs all Fashion Craft Products—value and satisfaction being the keynote of our success.

Wollens are very scarce; if you want desirable fabrics and patterns, our range is large.

Prices strictly based on values.

FASHION CRAFT MFRS.
LIMITED

MONTREAL

If interested, tear out this page and place with letters to be answered.

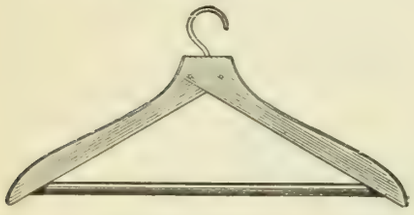
This is Our Salesman

By employing no travellers this year we are able to sell at practically old prices.

ORDER BY MAIL

All round satisfaction guaranteed.

Boys' Garment Hangers



Boys' No. 33B Coat Form with Trouser Bar, 15 in. wide,
$10.00 per hundred.

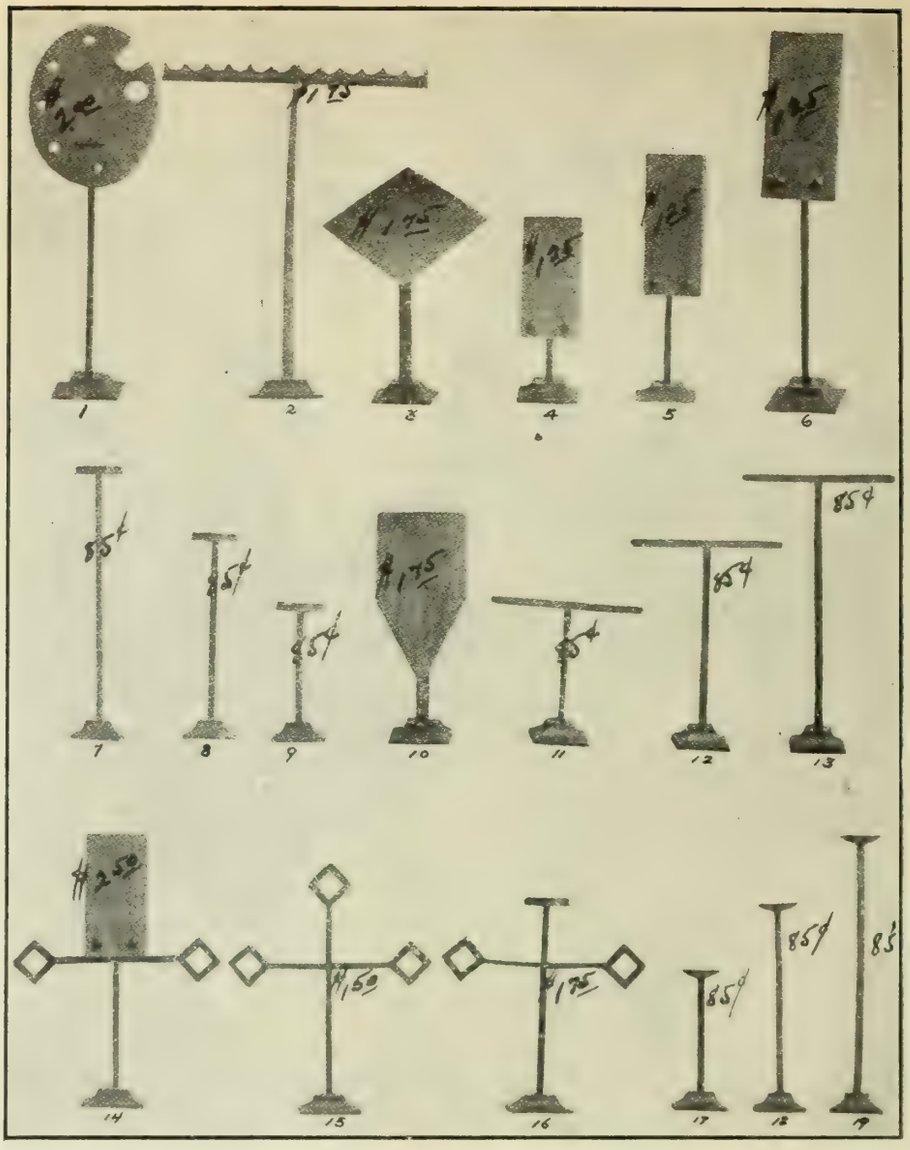
Taylor made Garment Hangers

No. 54B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $15.00 per hundred. Mail orders shipped promptly.

$15.00 PER HUNDRED

No. 35B A Coat Form Hanger, made in Canada, of Canadian maple waxed and buffed, with Wood Trouser Bar at **$8.50** PER HUNDRED

Orders shipped the day they are received



Taylor Display Fixtures

1. Pallette Stand.
2. Tie Rack for Counter.
3. Adjustable Shirt Stand.
4. Rigid Shirt Stand, 12" high.
5. Rigid Shirt Stand, 18" high.
6. Rigid Shirt Stand, 24" high.
7. Collar & Tie Stand, 24" high.
8. Collar & Tie Stand, 18" high.
9. Collar & Tie Stand, 12" high.
10. Adjustable Shirt Stand.
11. T Stands, 12" high.
12. T Stands, 18" high.
13. T Stands, 24" high.
14. Shirt, Tie and Glove Stand.
15. Tie and Glove Stand.
16. Collar, Tie and Glove Stand.
17. Cup Top Hat Stand, 12" high.
18. Cup Top Hat Stand, 18" high.
19. Cup Top Hat Stand, 24" high.

Prices of Hangers have increased 50 to 75 per cent. in United States during the past 18 months. Further increases must be made as soon as our present stocks are sold out. You will need Hangers this Fall? It will be good business to order them now.

THE

TAYLOR

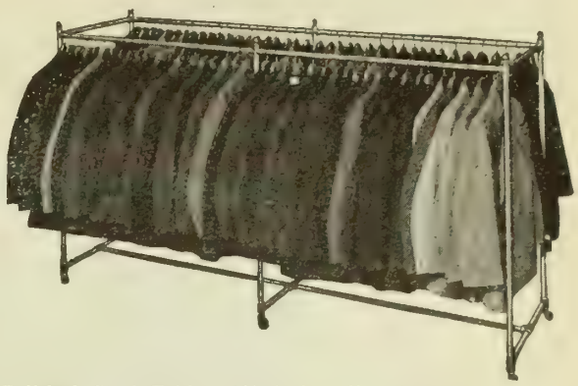
Manufacturing Co. of Canada

HAMILTON - - ONTARIO

If interested, cut out this page and place with letters to be answered.

Taylor-made Store Equipment

Double Bar Steel-Tube Clothing Racks



Made in Canada

Made of Polished Steel Tubing 1⅛ inches diameter.

5 or 6 feet long with 4 posts	$12.00
5 or 6 feet long with 6 posts	15.00
7 or 8 feet long with 6 posts	18.00
9 or 10 feet long with 6 posts	20.00

Made of Oxidized Steel Tubing

5 or 6 feet long with 6 posts	$17.00
7 or 8 feet long with 6 posts	19.00
9 or 10 feet long with 6 posts	21.00

Order Sample Rack on approval. If not entirely satisfactory, return at our expense.

Taylor Trouser Rack

Merchants who are using this new Trouser Rack say that no amount of money would induce them to part with this rack if it could not be replaced. Try one in your store and be convinced. Holds 300 pairs of trousers and occupies less than twelve square feet of floor space.

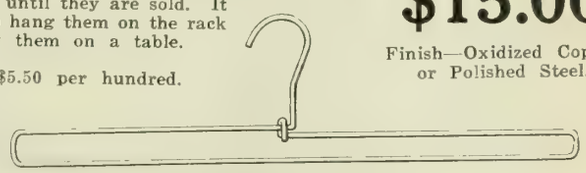
This Special Hanger is made of wire and does not soil the garment. The Hanger is not removed from the trousers until they are sold. It is as easy to hang them on the rack as to throw them on a table.

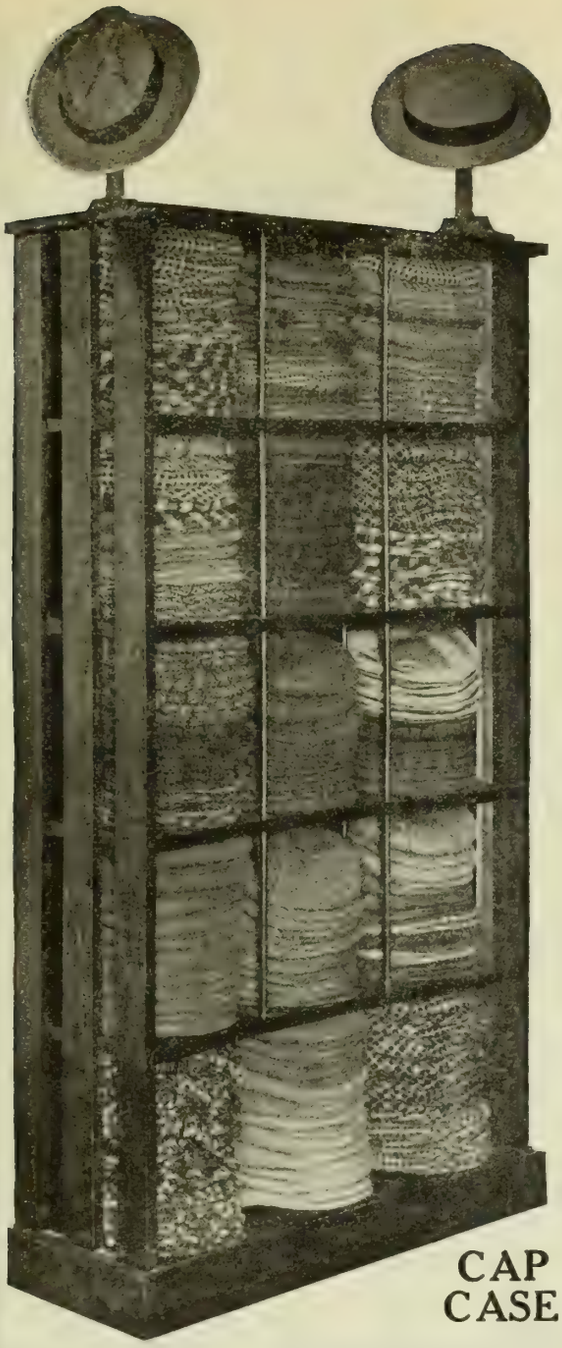
Price, $5.50 per hundred.

The Price is

$15.00

Finish—Oxidized Copper or Polished Steel.





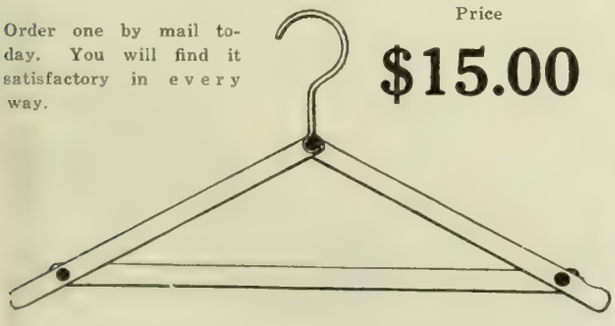
CAP CASE

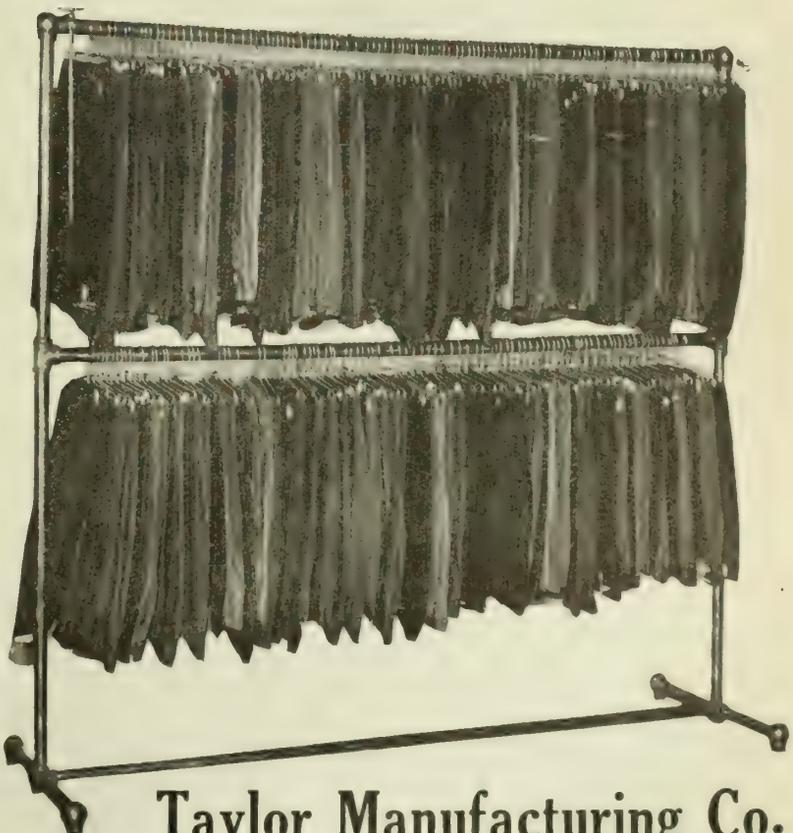
It is a pleasure to sell caps from this case, as every cap in stock can be shown and replaced in stock with very little effort. You have no broken boxes, no trouble to find any size or price. Holds 15 dozen caps in three square feet of floor.

Order one by mail today. You will find it satisfactory in every way.

Price

$15.00





Save Your Expensive Hangers

Give one of these inexpensive hangers away with each suit.

$10.00 for 250

Name stamped on bar

Taylor Manufacturing Co.

of Canada

HAMILTON - - ONTARIO

If interested, tear out this page and place with letters to be answered.

Pre-eminence

Superior Merit Alone
has given

KITCHEN'S

"Railroad Signal"
OVERALLS AND SHIRTS
(UNION-MADE)

Pre-eminence

We specialize in these two lines and will be glad to furnish samples at your request.

Manufactured by
The Kitchen Overall & Shirt Co.
LIMITED
BRANTFORD, CANADA

A RECORD OF DELIVERIES

AGAIN this season we have shipped all our Christys' hats sold for Fall.

For Spring buy our English felts and straws; get ideas that are different, and have the assurance of our record that your orders will be shipped in good time.

Ansley-Dineen Hat & Fur Co.

Limited

52 Wellington St. W. Toronto

If interested, tear out this page and place with letters to be answered.

TRADE MARK REGISTERED

COLLEGE BRAND "Clothes"

FOR YOUNG MEN AND MEN WHO KNOW

The Spring '19 College Brand Line will render your trade complete satisfaction

SUITS AND OVERCOATS IN MOST DESIRABLE STYLES AND FABRICS FOR IMMEDIATE DELIVERY

CONSERVATISM, with a liberal dash of style independence, good tailoring and dependable fabrics, are the main features of COLLEGE BRAND CLOTHES for Spring 1919.

More than ever, you will have to use a balanced judgment in selecting your ready-to-wear clothes for the coming season that will assure your customers value for their money and wearing service.

Despite the apparent unsurmountable obstacles that confront the industry, we have made exceptional provision, and are prepared to offer real values in dependable merchandise.

We are prepared to take care of our old customers as well as a few new ones, and in view of the unsettled conditions, we suggest an early inspection.

We want you to see our showing before it is all bought up. Some of our customers are placing very heavily for the coming season, with the full knowledge that goods will be even more scarce, and much higher.

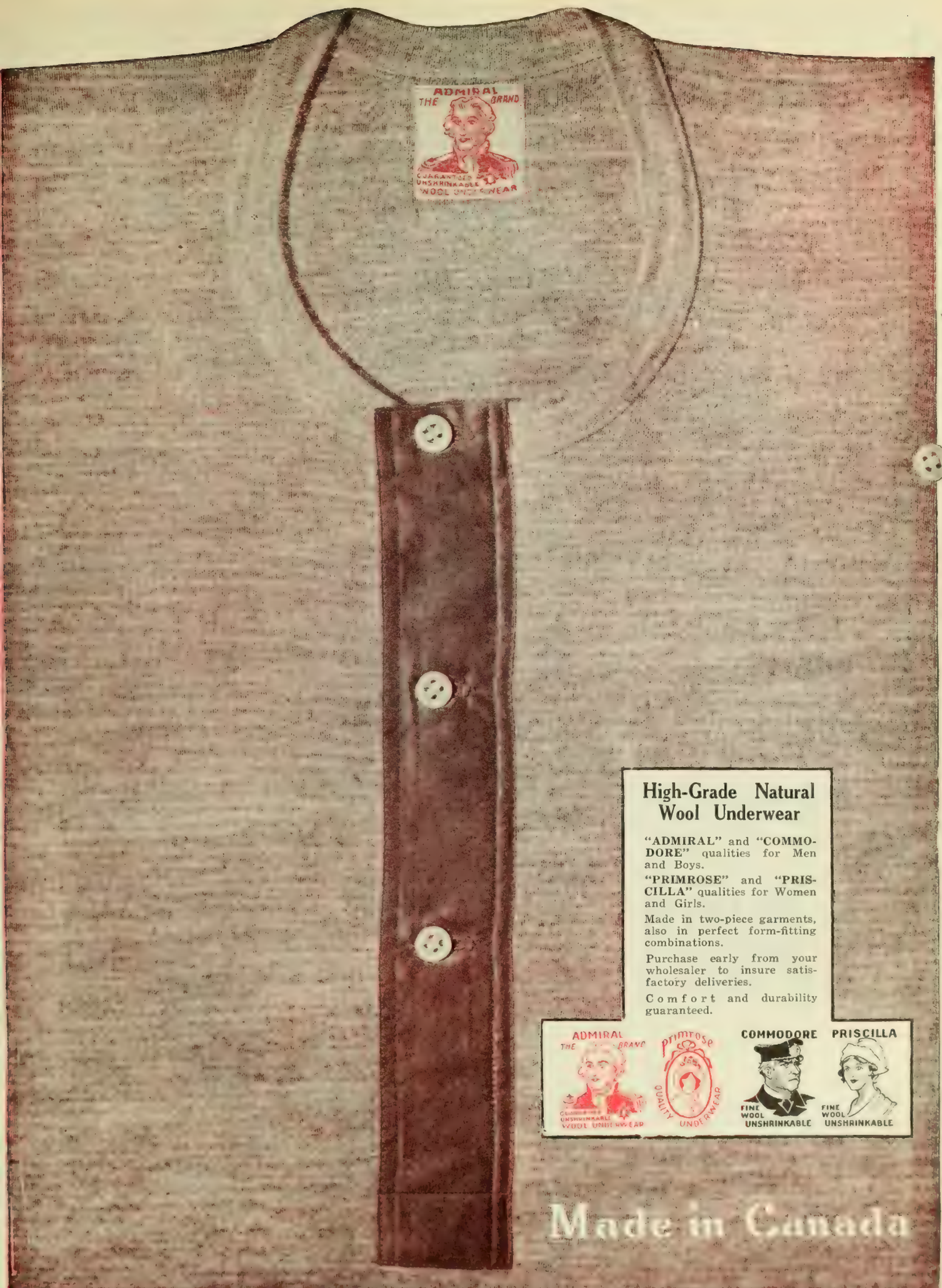
Do not wait too long! Advise us at once and give us a date when you want to see the COLLEGE BRAND CLOTHES COMPANY'S line

Do it now! Our men are out now.

College Brand Clothes Co.,
LIMITED

45 St. Alexander St., Montreal

If interested, tear out this page and place with letters to be answered.



High-Grade Natural Wool Underwear

"ADMIRAL" and **"COMMODORE"** qualities for Men and Boys.

"PRIMROSE" and **"PRISCILLA"** qualities for Women and Girls.

Made in two-piece garments, also in perfect form-fitting combinations.

Purchase early from your wholesaler to insure satisfactory deliveries.

Comfort and durability guaranteed.

Made in Canada

This Fish does not need a

FIT-WELL
RAINCOAT

But human beings need more protection and find it in a FIT-WELL Garment.

Every model is up-to-date in style, and there are models for every age, taste and purse.

The workmanship stands any test you want to make, from thread to buttons.

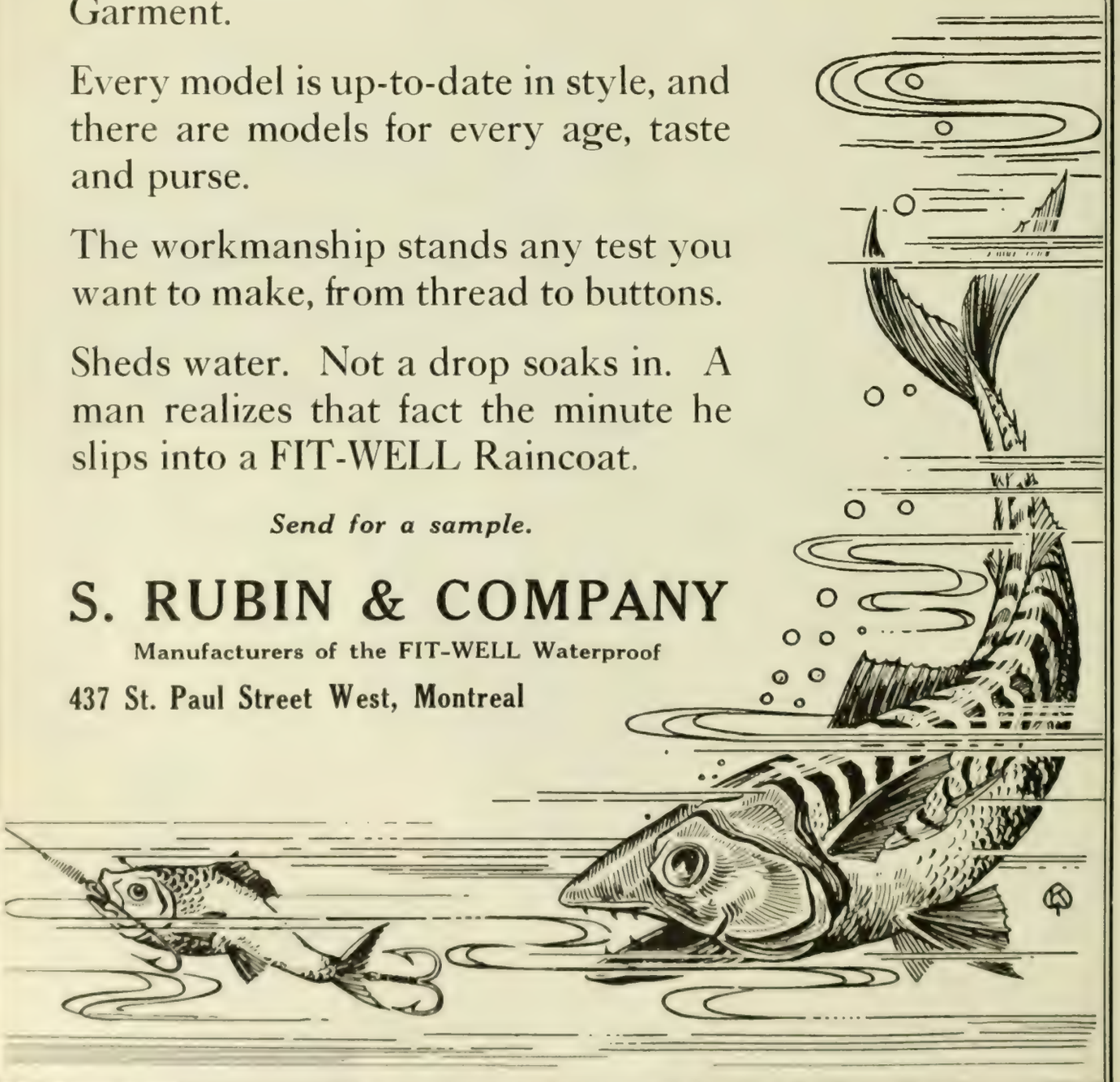
Sheds water. Not a drop soaks in. A man realizes that fact the minute he slips into a FIT-WELL Raincoat.

Send for a sample.

S. RUBIN & COMPANY

Manufacturers of the FIT-WELL Waterproof

437 St. Paul Street West, Montreal



If interested, tear out this page and place with letters to be answered.

ARROW
ATHLETES
UNDER SUITS

Really an under blouse and pair of solid crotch drawers in one. The waist band divides them, and prevents one from straining the other. We make them in three patterns of checked muslin, plain muslin, cellular weave or fine heavy Jap silk

May we send you our sales promotion plan? There are extra sales in
"ARROW ATHLETES"

Cluett, Peabody & Co., Inc.

MONTREAL
WINNIPEG

Factory: ST. JOHNS, P. Q.

TORONTO
VANCOUVER

If interested, tear out this page and place with letters to be answered.

Get
this fact—
TRUE-FIT
BRAND
WATERPROOF COATS
are
waterproof

Very often coats are only waterproof in name.

Not so with the True-Fit Dependable Double Texture Waterproof Coat.

These coats are made waterproof and merchants can confidently look for an increase of customer-confidence with every sale.

True-Fit Double Texture Waterproof Coats are the best all round weather-resisting coats on the market to-day.

And moreover, *we guarantee timely deliveries.*

See the True-Fit offerings for Spring, 1919. Our men are now showing a full range for immediate and Spring delivery.

The Brand that Guarantees Satisfaction

Samuel Wener and Co., Limited

SOMMER BLDG., MONTREAL

If interested, tear out this page and place with letters to be answered.

Adding the Christmas Spirit

to these world standard quality lines:

President Suspenders
Texend Braces
Tropical Texend Braces
Secretary Suspenders
Duplex Suspenders
Bull-Terrier Suspenders
Silklastic Suspenders

ParisGarters
Beautiful Arm Bands
and
Combination Sets

More than 100 beautiful designs in Christmas gift boxes, with no sacrifice of quality in the merchandise.

Order from your wholesaler.

The Dominion Suspender Company, Limited

Suspenders in which quality has FIRST consideration.

NIAGARA FALLS -:- -:- CANADA

MOVING

The Dominion Government has purchased our new warehouse and factory (Keens' Building), at 185 Spadina Ave., for the use of the Invalided Soldiers' Commission.

We have secured ample accommodation in the new Continental Building, 259 Spadina Ave., and will be located there about October 1st.

You will find the sample rooms on the main floor, and will find, as always, a warm welcome there.

Our new home is such that we can promise our patrons the same service and the same high quality that have distinguished **AVENUE BRAND CLOTHES** from the beginning.

Remember the new address:

The W. J. Keens Company, Limited

Makers of "Avenue Brand" Clothes

259 Spadina Avenue - Toronto

If interested, tear out this page and place with letters to be answered.

Broadway BRAND

Clothes
for exacting men

OCTOBER, 1918 BIG BUSINESS

Why a Broadway Suit or Overcoat stays sold

Because the Broadway lines are produced by a specialized organization possessing every facility for making clothes of exceptional merit — clothes that not only look well but yield wear in keeping with their looks.

And because the lines and the smart drape of a Broadway Suit or Overcoat live as long as the garment itself. "Broadway" means lapels that don't curl, fronts that don't wrinkle or break, seams that don't rip—in short, "Broadway" is the brand of clothes that satisfy because of real, lasting merit.

For Spring '19 we have assembled a showing of Broadway Models—two of these being illustrated herewith—that will fully maintain this splendid standard.

It's worth your while to look these over. Our man can call at your convenience.

RANDALL and JOHNSTON
LIMITED
TORONTO

If interested, tear out this page and place with letters to be answered.

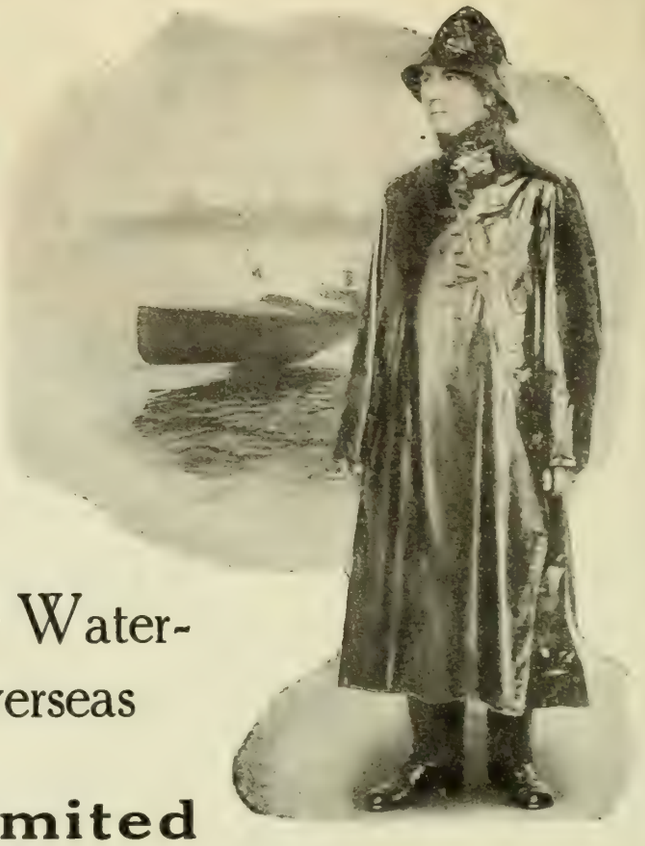
Wearers of Tower's Waterproofs are always satisfied

Complete protection for everybody

Coast to coast service

TOWER'S FISH BRAND TRADE MARK

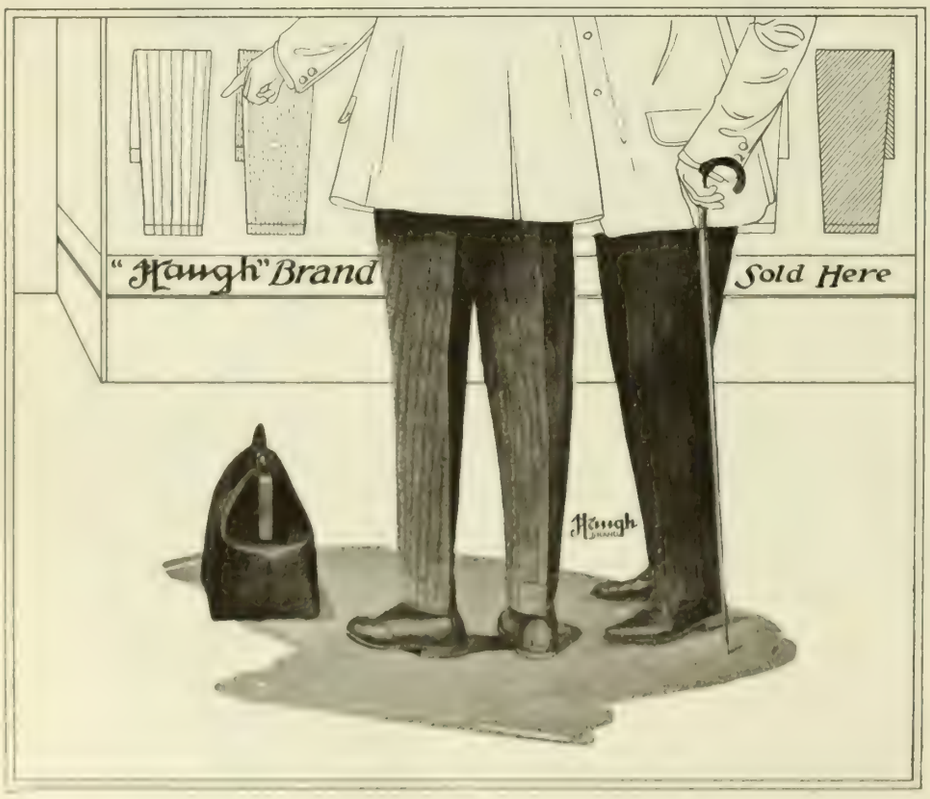
Recommend a Tower Waterproof for the Boy Overseas



Tower Canadian, Limited

TORONTO VANCOUVER HALIFAX

TROUSERS THAT STAND OUT



The Haugh Brand is the mark of honest goods and workmanship.

Haugh Brand goods draw customers, then draw customers back for more.

Inspect our Trousers, Work Shirts, Overalls, Boys' Bloomers, Kiddies' Cover-alls.

Our travellers now have samples on hand.

J. A. HAUGH
MFG. CO., LIMITED
658 King Street W.
TORONTO

If interested, tear out this page and place with letters to be answered.

Peck's

For over a third of a century

PECK'S have clothed Canada's men and boys, many having worn no other brand.

For the Spring season, 1919, there is an ample supply of goods now in warehouse so that delivery of any lines selected from present samples is guaranteed.

The range includes a variety of materials, well selected and finished, as usual, in the *PECK'S* high quality of style and workmanship.

John W. Peck & Co., Limited

MONTREAL WINNIPEG VANCOUVER

If interested, tear out this page and place with letters to be answered.

THE Lang SHIRT

" The Line of Unusual Values "

SPLENDID RANGE FOR SPRING

YOU will appreciate the values and the variety of patterns we are showing. We suggest a careful consideration of these, for the future is so uncertain that such a range may not again be possible. We are of course covering for Fall 1919, but prices make it evident further advances will have to be struck for that season.

WE suggest cautious buying, not for speculation, but for your needs; yet we would like to impress upon you the exceptional value of our present Spring range.

WHAT is true of Shirts is true also of our Boys' Blouses and Shirts. The values our travellers will show are exceptional.

Both Shirts and Blouses Can Be Made With Your Label

MANY merchants want their own identification on the goods they sell. We are glad to co-operate in this regard.

THE LANG SHIRT CO., LIMITED

KITCHENER - ONTARIO

Picture This Poster In Full Colours—

HERE is the newest Gillette Salesman—designed, not to sell TO you, but to sell FOR you!

You won't have to IMAGINE the vigorous coloring of this unusual poster long, for you will **see it**—see it dominating the bill-boards in your neighborhood.

The timely topic commands interest. The strength of the word GILLETTE and the reproduction of the razor itself will make thousands resolve to buy NOW the razor they had for some time been deciding to purchase.

Every Gillette dealer should be prepared to meet exceptional demand. There is no time to lose. Different styles of Gillette Razors will be called for. Be quite sure your stock is adequate!

The growing expectation of a shortage of Gillette blades, owing to conditions arising out of the war, will result in calls for blades in CARTON lots. Just now we can fill orders promptly, but it is well to be prepared for possible contingencies.

Gillette Safety Razor Co. of Canada, Limited

Office and Factory: 65-73 Alexander St., MONTREAL

If interested, tear out this page and place with letters to be answered.

Make Sure of Cap Deliveries

Our travellers are now on the road for immediate and spring delivery. Before placing your cap order we would advise you to look over our lines as our range this year is unusual for values. To ensure deliveries place your order for Spring early as cloths are scarcer than ever before.

J. SAMUELS & SONS

77-79 PETER STREET TORONTO

Show

BENTRO Knit *Sweaters*

for his present

A WINDOW-TRIM of these Sweater Coats will remind many that a Sweater Coat—warm and snug fitting—will be a delight and a lifesaver over there.

OUR line in all wool, or half cotton, will provide exactly what you need. See also our Toques, Gloves, Mitts and Mufflers.

WE advise covering sorting needs at once. The situation is such that future deliveries are uncertain.

Williams-Trow Knitting Co., Ltd.

STRATFORD, ONTARIO

If interested, tear out this page and place with letters to be answered.

K. & S. CLOTHES

are

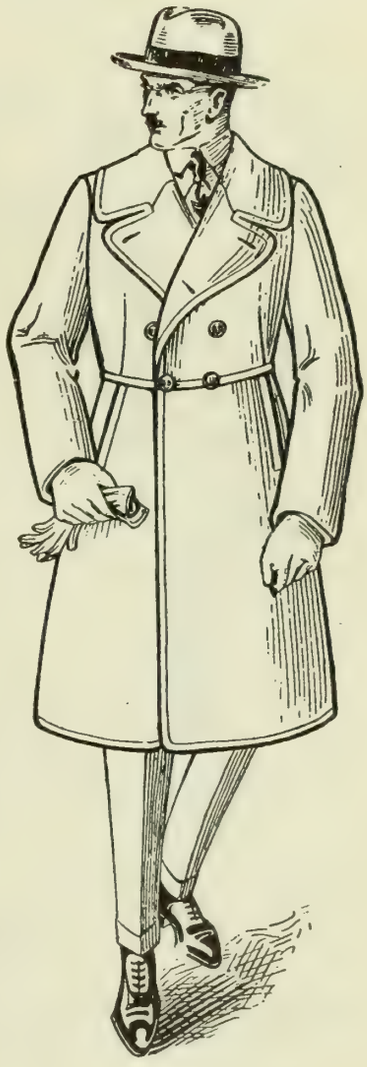
"distinctively different"

Arrange now to see the new offerings of "K. & S." Suits and Overcoats.

They are all that good clothes should be and more. Every garment is tailored to a nicety and built to give "absolute service."

Besides — our far-sighted policy in buying ample stocks of Woolens and Trimmings far in advance enable us to quote you at advantageous prices.

May we go further into the matter with you?



Kaplan, Samuelsohn & Co.

1620 CLARK STREET MONTREAL

If interested, tear out this page and place with letters to be answered.

Calling your attention to the two Miller-Made Specials–

Miller-made Summer-Weight Clothing

—a line that made good during 1918 and is going to make better in 1919. The Miller-Made Palm Beach and Summer Weight Clothing satisfactorily solves the problem of prompt deliveries of these lines by eliminating the expense and delay of bringing goods across the line.

and

The Miller Military Walking Breeches

You need this for your military trade. It's a popular line and a seller wherever shown.

We supply a full range of Privates' Serge Slacks, Tunics, Haversacks, Putties, etc.

Travellers Out For Spring

Cover your white-wear requirements.

In duck coats, white and khaki duck trousers, flannel trousers, lustre coats and men's aprons we have what you require.

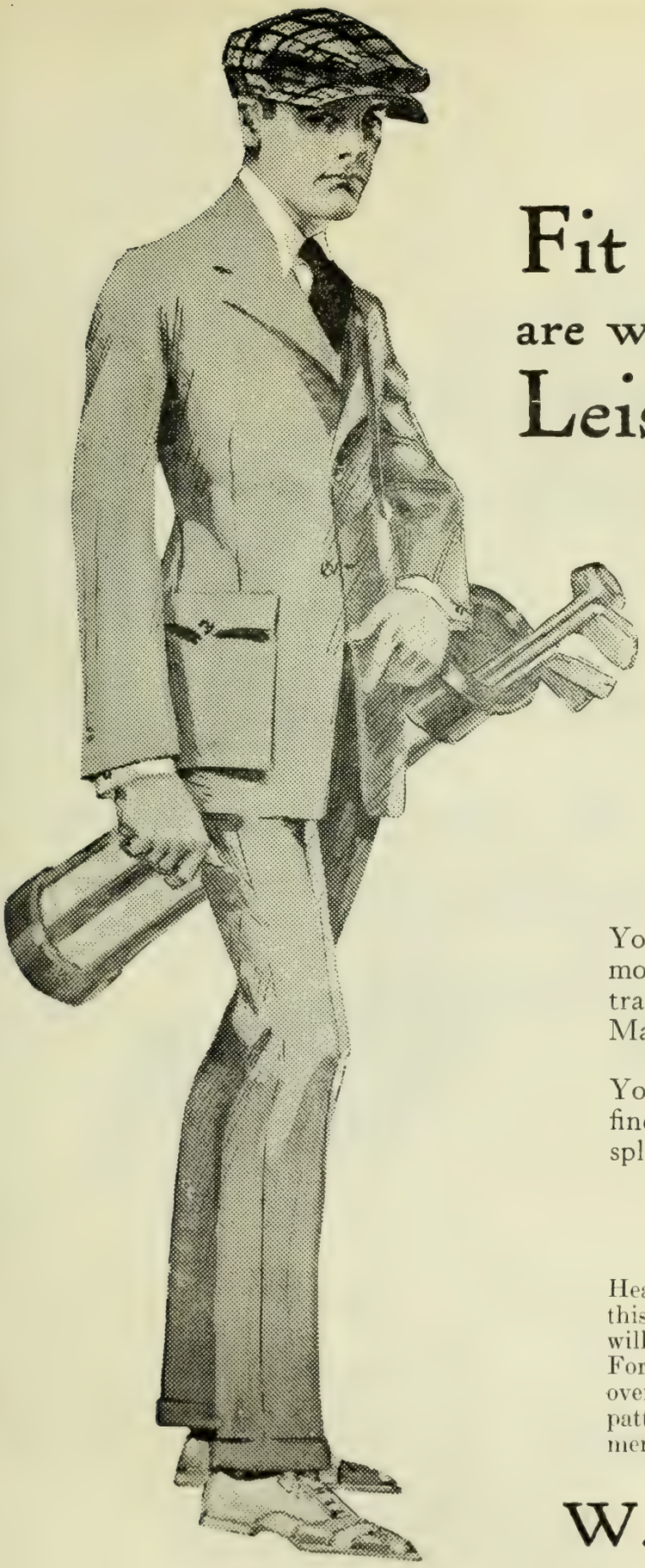
The values will prove a pleasant surprise.

The Miller Manufacturing Co., Limited

Makers of the famous Miller Breeches and "Miller Master-Made" Clothing Specialties

44 York Street TORONTO

If interested, tear out this page and place with letters to be answered.



Fit and Style

are woven right into every

Leishman Garment

See the New Spring Models

In Fabric Quality and Tailoring Excellence they are all that you could wish.

You meet the clothing ideals of the most critical men and clinch their future trade when you give them Leishman Made-to-Measure service.

You will find our materials unusually fine—thanks to our advance buying and splendid connection.

Send us your order Now for
Fall and Winter Overcoats

Heavy buying of Overcoats is assured for this year, since your customers realize they will be much higher in price next year. Fortunately we have a splendid stock of overcoatings—splendid alike in fabric and pattern, and can look after your requirements.

W. H. Leishman & Co.

Limited

Wholesale Custom Tailors

68 Temperance St. **Toronto**

"Makers of the Best Tailored Garments for Men"

If interested, tear out this page and place with letters to be answered.

Underwear that is backed by 59 years' reputation

It is simply good business sense to sell an underwear that's backed by a record of 59 years of customer satisfaction.

While our "CEETEE" full-fashioned Underclothing is scarce this season, there is nothing that will take its place.

But you can still sell your "CEETEE" customers

LOOK FOR THE SHEEP

The pure wool underclothing that will not shrink.
Full fashioned—no seams. Only the very highest quality underwear bears this trade-mark.

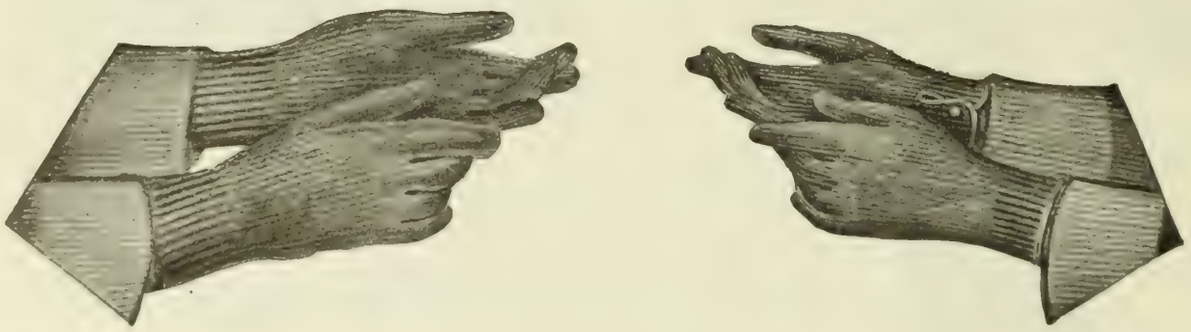
Turnbull's
PERFECT FITTING
UNDERWEAR

Splendid quality plain knitted and special closed crotch.

Made only by

Above are shown the brands on "Turnbull's" underwear—either one a guarantee of a satisfied customer for the dealer.

The C. Turnbull Company of Galt, Limited - Galt, Ontario



When you examine these Scotch-Knit Gloves

You will see that you are receiving a thoroughly satisfactory line—the best that can be offered.

Send to-day for a sample dozen and convince yourself of their merit. Remember—we guarantee these gloves and have lately taken measures to increase our production, so that we are now able to handle a number of sorting orders.

The Avon-Hosiery Company

STRATFORD, ONT.

If interested tear out this page and place with Letters to be answered.

"Safe On First!"

You, Mr. Dealer, will be just as safe in connecting now with the line of Boys' Clothes that's GUARANTEED.

Wearbetter

Clothes

are made to *wear better* and they do. Besides every garment is designed and cut and tailored to a degree of fashion excellence, well calculated to please the Boy and the Boy's parents.

We invite you to examine the new Wearbetter range for Spring, 1919. Judge for yourselves the real selling value of Wearbetter Clothes.

Walter Blue & Co., Limited

Sherbrooke, Que. **Winnipeg, Man.**

If interested, tear out this page and place with letters to be answered

Model No. 6349

ACME
TRADE MARK

KNIT GOODS for SPRING

Will repay your inspection. Acme Sweaters give sure, satisfactory service—defy the wind and cold—fit perfectly—have firm overcast seams and buttonholes that won't stretch or tear out.

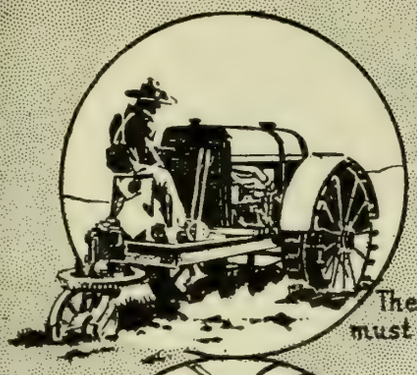
Right now, when the life of a garment is of vital importance, caterers to men find it profitable to display Acme Sweaters.

Our travellers are now paying their semi-annual visit to the trade.

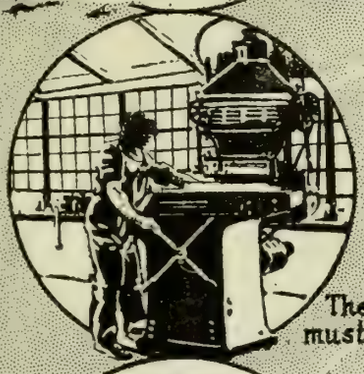
ACME GLOVE WORKS, LIMITED
MONTREAL

If interested, tear out this page and place with letters to be answered.

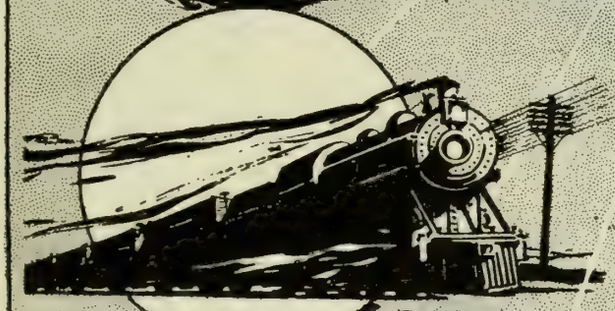
Work together for victory.



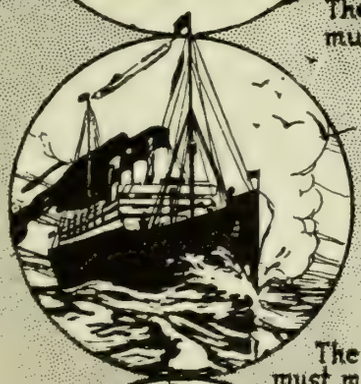
The Farmer must raise more.



The Mechanic must produce more.

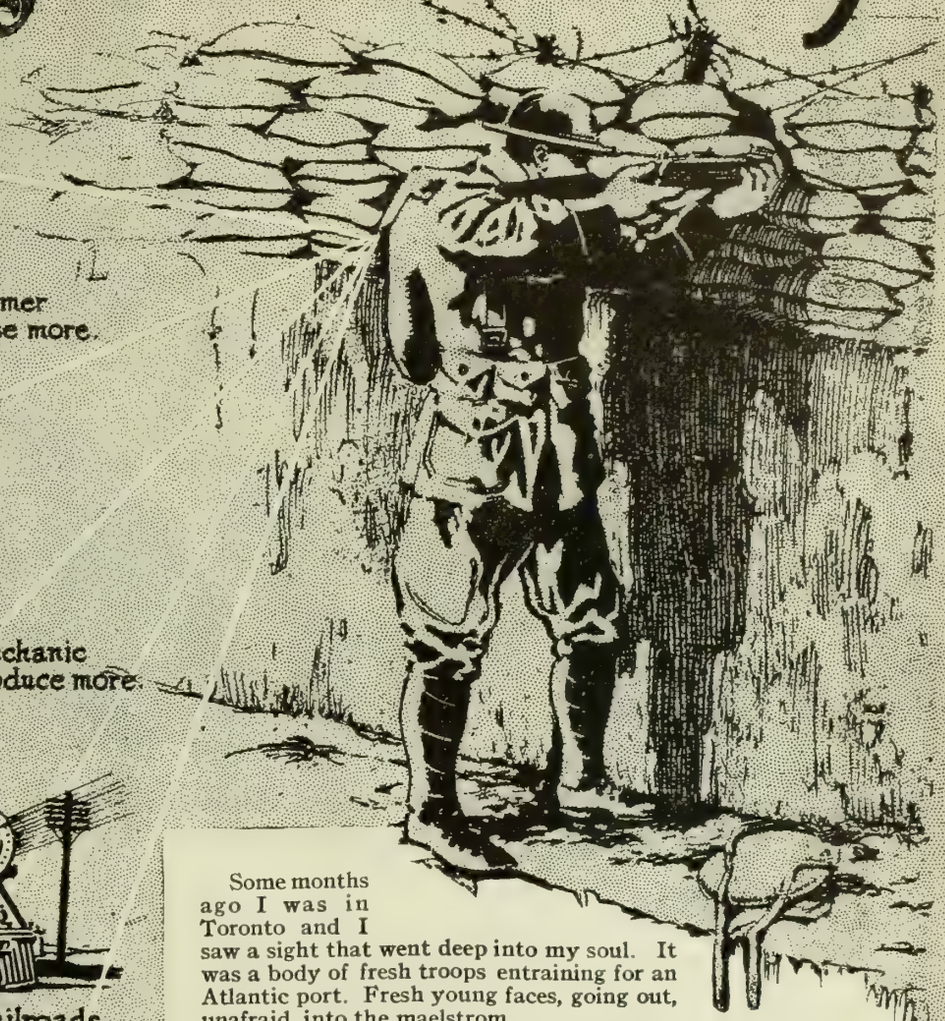


The Railroads must speed up.



The Ships must make more trips.

The Business Man must help the others.



Some months ago I was in Toronto and I saw a sight that went deep into my soul. It was a body of fresh troops entraining for an Atlantic port. Fresh young faces, going out, unafraid, into the maelstrom.

Later I watched a New York City detachment of the new National Army of the United States swing down Fifth Avenue. There were 10,000 of them marching through the heavy, swirling snow.

These scenes have made me wonder how many more would have to go. I wondered if Canada, already heavily represented on Flanders' fields, would have to call her older men, as France had done. I wondered if the United States would need *her* older men, as we did in the Civil war.

None of us want that to happen.

The only way to stop the outflow of soldiers is to beat the Kaiser and his horde of Huns. The only way to do that is to give our boys in the trenches so much of the munitions of war —of such excellent quality—that they will be as superior to the enemy as a workman with a turret lathe is to a workman with an old hand lathe.

So let us think quickly of better ways to do our work. Scarcity of labor has made the people of our western continent inventors. For war alone, North America has given the world the torpedo, the wireless torpedo, the submarine, the ironclad, the repeating rifle, the machine gun, the revolver, the magazine pistol, the airplane and the motor car.

The war to-day demands that we do more than we ever have done before. Let us all speed up, with the thought that we, too, are fighting the enemy, even if we can't see him. Let us hurry our work at our desk and bench s, and thus keep millions of men out of the trenches.

(*Signed*)

John H Patterson

President
The National Cash Register Company

If one slows down all are delayed.

"Style Clothes"

are good clothes of pre-eminent quality

Without being in the least bit freakish or blatantly extreme the new Style Clothes models now being shown are the kind of togs that "get across" with carefully dressed men.

See Style Clothes before you decide. Look for the "Style Clothes" label—the brand of quality.

Write on a postcard that you want our salesman to call. We'll do the rest.

The

Wearbest Clothing Manufacturing Company

Makers of Stylish Clothes for Men and Younger Men

149 NOTRE DAME STREET W., MONTREAL

If interested, tear out this page and place with letters to be answered.

TRADE MARK REG'D
QUALITY
New Era
CLOTHING
'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

For Spring, 1918

A complete range of New Models in a splendid variety of attractive fabrics at popular prices. The line that combines dependability with snap.

For

Men, Young Men and Boys

We specialize in
First Long Pants
School Suits

Remember "the quality behind the name."

The Freedman Co.
SOMMER BLDG.
Montreal

If interested, tear out this page and place with letters to be answered.

THE ROAD

for

Stock + Values + Correct Merchandise

Leads to

RACINE'S

Specialists in Men's Furnishings

DEPARTMENTS

F.	I.	L.	M.
Underwear and Sweaters	Fancy Furnishings	Fine Shirts	Working Men's Wearables

MANUFACTURERS OF

"Samson" Pants, "Hero" Fine Shirts, "Racine" Working Shirts, "Life-Saver" Overalls, "Strand" (chemise de luxe) Shirts, "Record" Sox

Alphonse Racine, Limited

Everything in Men's Furnishings

60-82 St. PAUL ST. W. MONTREAL

Factories: Beaubien St., Montreal, St. Denis, St. Hyacinthe.
Sample Rooms: Ottawa, Three Rivers, Sherbrooke, Sydney, N.S., Toronto, 128 Bay St.

If interested, tear out this page and place with letters to be answered.

Atlantic Underwear

Will please your most critical customers because it is made to please—unshrinkable, neat appearing and snug fitting. It is a line that will boost your sales and your profits too.

Atlantic Underwear Limited, Moncton, N.B.

If interested, tear out this page and place with letters to be answered.

The "Brock"

the new Wolthausen Hat

Our new range now in our travellers' hands. Place your orders early. We are covered to take care of a large volume of business.

THE WOLTHAUSEN HAT CORPORATION, LIMITED

Brockville, - - Canada

MONTREAL: Mappin & Webb Building

TORONTO: 163-167 Yonge St.

Featuring
"The Varsity"
One of our new Spring Models.
Distinctively attractive for young men.
B. Gardner & Company, Montreal

Carhartt Gloves

You satisfy the workers when you sell them Carhartt Gloves.

CARHARTT GLOVES

The reinforcing, the general excellence of the workmanship and material, make these the reliable glove that the worker of to-day wants.

High pressure work necessitates high quality working apparel. The Carhartt line of overalls, khaki work pants, cottonades, corduroys, khaki and Galatea allovers and slip overs for women, and the old, old friend, the Carhartt overalls give the quality, the reliability needed.

Hamilton Carhartt Cotton Mills Co., Limited

TORONTO, UNIT.

TORONTO MONTREAL WINNIPEG
VANCOUVER LIVERPOOL, ENG.

Hamilton Carhartt Cotton Mills Co

MONARCH-KNIT

This is one of the series of striking advertisements we are running in the leading magazines featuring Monarch-Knit Hosiery, Sweater Coats, etc. Cash in on this—link up your store with the National publicity by carrying and displaying a full range of Monarch-Knit. Our travellers are now showing the Spring range, comprising Hosiery, Woollen Sweater Coats, Bathing Suits and Jerseys, "Monarch Floss" and "Monarch Down."

The Monarch Knitting Co., Limited

Dunnville
Ontario

Factories at Dunnville, St. Catharines and St. Thomas, Ont., and Buffalo, N.Y.

If interested, tear out this page and place with letters to be answered.

Ballantyne's Boys' Jerseys

Sturdy as the boys themselves---constructed to give service and stand the tests of severe wear.

Boys must play, and no garment offers the same degree of comfort as a jersey. Neat in appearance, too, with freedom of action that is absolutely necessary. Dress the boy up in a jersey and a pair of knickers and let him go to it. No blouses to be laundered and no good clothes to spoil.

Ballantyne's Boys' Jerseys are made in two styles ---with and without buttons on shoulders, in several good colors and all sizes.

Write for a few Sample Dozen. Prompt delivery.

R. M. Ballantyne, Limited

Manufacturers

STRATFORD - - CANADA

If interested, tear out this page and place with letters to be answered.

FIT REFORM **Fit-Reform**

Young Men's Conservative Model 417
2 Button Single Breasted Sack, Medium Narrow Shoulders, Form Fitting, Notch Lapels.

The Daddy of 'Em All

We were first in the field in Canada to make high-class tailor-made clothing, and after a quarter century are still leading:

OUR SPECIAL ORDER DEPARTMENT.

The enormous increase in our Special Order Department is ample proof that Fit-Reform is Daddy of them all.

In spite of the difficulty in obtaining cloth we have had splendid success in securing same. Our buyer, who has been in Great Britain for several months, visited every woollen centre, in England, Scotland and Ireland, with the result that we have to-day in our warehouse the pick of the market at this time.

Our travellers are now on the road with samples for Spring and our collection is well worthy of your attention.

If not represented in your town write us for particulars.

Fit-Reform

E. A. Small Company

LIMITED

112 Beaver Hall Hill, Montreal

We are open to make appointments in towns where we are not now represented

If interested, tear out this page and place with letters to be answered.

PATENTED 1918 SLIP-IN FASTENER

PATENTED 1918 SLIP-IN FASTENER

The Slip-In Fastener

Patented 1918

Slips in from above and—only 1/8 in. from the edge.

Won't rust out or wear out.

Can't fall out because—it slips in from above.

Nothing to break; nothing to tear.

And the quality is not sacrificed because of the fastener.

Every collar with the Slip-in Fastener (patented 1918) has two rows of stitching. See the picture.

The best collar value to-day.

TRADE W.G.R. MARK

WILLIAMS, GREENE & ROME CO., Limited

Factory and Head Office, Kitchener, Ont. Branches at Montreal, Toronto, Winnipeg, Vancouver

If interested, tear out this page and place with letters to be answered.

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8 TORONTO, OCTOBER, 1918 No. 10

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
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Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*

A. B. Caswell, *Montreal Representative.* C. W. Byers, *Western Representative.*

CHIEF OFFICES.

CANADA—Montreal, Southam Building, 28 Bleury Street, Telephone 1004; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 1207 Union Trust Building, Telephone Main 3449.

GREAT BRITAIN—LONDON, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y.; Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States $2.50 a year; other countries, $3.00 a year; Single Copies, 20 cents. Invariably in advance.

"SPERO" TAILORS' LININGS

Stamped "SPERO" MAKE on selvedge

BRANDED

SUPER-STANDARDISED QUALITY
IN COTTON GOODS
"THE BEST IN THE WORLD"

That is all you want to know
about Linings for the Tailoring Trade

GUARANTEED

RELIABLE

AND

DURABLE

Prove it yourself—ask for patterns—
we solicit comparison

RICHARD HAWORTH AND COMPANY LIMITED
MANCHESTER, ENGLAND

COTTON IMPORTERS, SPINNERS, DOUBLERS, MANUFACTURERS, RAISERS, FINISHERS AND SHIPPERS

If interested, tear out this page and place with letters to be answered.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VIII. TORONTO, OCTOBER, 1918 No. 10

Red Cross Yarn Orders Increased, Make Late Deliveries of Knit Goods Likely

NOT 600,000 pounds of yarn, as stated last month, but 1,000,000 pounds is being ordered for the Red Cross by the Canadian Government. Spinners are now working upon these orders, and in consequence are falling behind—in many cases—with their delivery of yarn to the knit goods manufacturers.

This, of course, means that knit goods manufacturers will be in danger of falling behind in their deliveries to the retailer. Indeed a good many complaints of late shipment have already been heard, and doubtless more complaints will be lodged during the coming weeks.

Seems Certain Deliveries Will Be Late

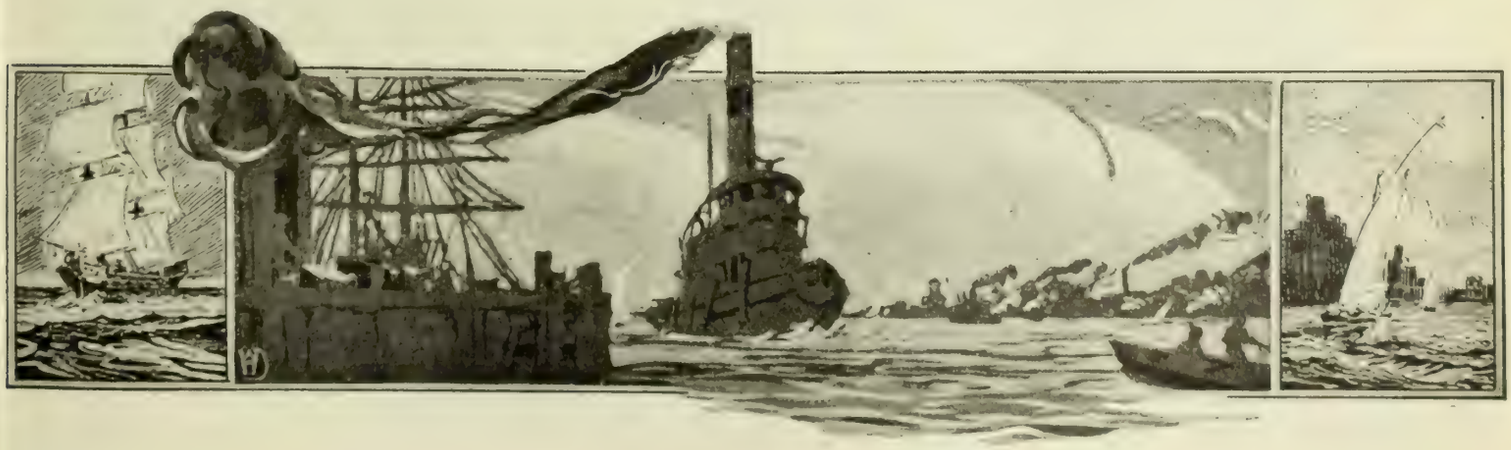
The retailers will do everything possible to get early delivery, and certainly the manufacturers will do everything possible to give this; but, in spite of all efforts, deliveries will tend to be late. It is therefore worth considering what should be done. Is it the part of wisdom to cancel late orders, or should the goods be taken in?

Much, of course, depends upon the merchant's financial position; but if he can carry the stock over, and if his stock is not already large, there would seem to be good reason for accepting goods no matter how late.

Why Goods Will Advance

Yarns are already higher than when the prices for the goods now being delivered were fixed. With the big demand they are apparently certain to go higher still. Probably a safe estimate would fix the increased price of sweaters, gloves, scarfs, etc., for next year at from 18% to 25% above the prices asked for this season. The difference between the 18 and 25 per cent. is due to labor. Such goods as sweaters advance with the wool, but gloves, in which labor is a bigger factor, will likely advance more, for wages seem certain to go up again.

Stocks of woollen goods will be very valuable. If the financing can be done, and the goods are needed, it would therefore seem that late orders should be taken into stock.



BOYS OVERSEAS NEED UNDERWEAR NOW

War Correspondent Points Out This Need—It Should be Hammered Home by Men's Wear Merchants to Relatives of Soldiers

"Those who contemplate sending presents of underwear to the boys 'over here' should get their parcels off at once —not wait until near Christmas time. It is now, when the rainy weather is setting in and the cold weather starting that the boys so particularly need just such presents."

From the despatch of a noted war correspondent.

THERE, in words of a man who is seeing the battle front every day, is advice which should be hammered home to those in Canada who have friends and relations overseas.

And what one of us has not someone overseas who will be in mind at Christmas season? But, as the correspondent says, the presents of underwear, and of course he implies other goods such as socks, mufflers, sweater coats, etc., are needed now. Getting them to the soldiers now will prevent many colds, will give comfort and prevent many an attack of sickness.

The Trade's Opportunity

The men's wear trade can do a great deal towards bringing out the advisability of sending these shipments at once by hammering the need home through store window, through advertising, through interior displays. In the past, and doubtless again this season, many merchants have made a big campaign to secure the business of those sending Christmas presents overseas. It was a splendid movement. It will be a splendid movement this year; but, especially as regards these warmth-giving garments, the time to send parcels is now. In fact the time to send parcels is all the time. People generally are thoughtless. It is a human failing. Because we are pretty warm here—despite the fear of coal shortage—we are inclined to think that the world in general is pretty warm. Nevertheless, if the suggestion is made that the soldiers overseas are now going through a changeable, raw season, the friends here will be very quick to see the point—will be very quick to respond to the suggestion that they should send parcels of warmer clothing off at once.

Make Special Trim

It would be a good plan to devote a special trim entirely to the presentation of this one idea. It would be a good move to undertake the parcelling and addressing of the goods. What may be done in this line not only brings the merchant profit but makes friends for the store—makes friends of the people who buy the goods to send overseas, and of the boy "over there" who receives the goods—goods appreciated not only for their comfort-giving qualities but because they come from home.

A campaign for the early sending of warmth-giving clothing will be a splendid campaign for many merchants.

THE TOWN ON THE TROLLEY LINE

WHEN the interurban electric railway first began to come to the fore the merchants in the smaller places served just held up their hands with as resigned a look as they could muster, and prepared themselves to more or less promptly starve to death.

It's a good many years now since these trolleys first came to the fore, and the resigned merchants have had time to get over their surprise that despite the allurements of the large towns, and the ease with which they might be visited, nothing really happened. They have grown familiar with the electric car now and have ceased to think of it as a menace to business. As many merchants, however, could not sleep at nights without something to fill that little niche, the automobile has more or less been elected to fill the place left vacant by the electric car. "There are a lot of cars in this section, they say, with hushed voices, and people are getting the habit of going to town, and it's cutting into business."

Why Delay the Pooh! Poohs?

Of course, ten or twenty years from now these same merchants will be vigorously pooh poohing the idea of the automobile ever doing business any harm. Equally, of course, they will be in the right twenty years from now. But why wait so long for a correct idea? Take the case of the electric car for instance, and from that, as good old friend Euclid used to say, "deduce" just what effect the automobile is going to have

IN the good old days, when a trolley line entered a town, the merchants generally conceded that from a general business standpoint it was as dead as Pharoah. The Jeremiahs of to-day point to the automobile as the assassin of the smaller community.

Pessimists present and past are both in the wrong. The small town merchant has his own appeal that the city merchant cannot meet.

Witness the Town of Grimsby, Ontario, and the case of Humph and Hank.

For the purpose of argument take the town of Grimsby, Ont., on the Hamilton-Grimsby and Beamsville Electric Railway, with an hourly service between Beamsville and Hamilton. Grimsby is still on the map and that electric railway has been running past the door of every merchant in the town for something upwards of 20 years. They have a good hotel, a new moving picture house which, by the way, the merchants say brings more business to town than the cars take away. They have a prosperous fruit-growing district surrounding, and they have stores that do credit to the town.

The Individual Point of View

K. M. Stephens, who conducts a men's wear and women's wear business in the town, with two separate and thoroughly equipped departments, in speaking of the effect of this hourly service to a much larger place, didn't think it was a matter of great importance. They lost some business, of course, but they gained some as well. It's all a matter of perspective, as Mr. Stephens sees it. You who live in Grimsby may think that it is a pretty small place with limited possibilities, but I who live five miles back on the mountain, or somewhere between Grimsby and the Beach, think it's a pretty brisk spot, and can't find it in my heart to believe that there isn't a wish of mine that could not be satisfied within the town limits. There you have it, you see. Mrs. Humphrey Jones, hot foot after a new evening gown, will probably step on the car and go to the large stores in Hamilton to make her choice; but on the other hand, Mrs. Smith, wife of Heck Smith of the 3rd concession, or whatever concession it may be, is just about as sure to step on the car after the day's chores are done to do her purchasing in Grimsby. Now what is true of Mrs. Jones and Mrs. Smith is equally true, only more so, with Humph and Heck.

Putting the Catalogue's Nose out of Joint

In the good old days of twenty odd

years ago, when getting to town meant hitching up "Jim and Dandy," just as they had their muzzles comfortably buried in the oats—a commodity comparatively well known in those days—it took a lot of encouraging to get Heck to make more than a weekly trip, and that usually meant that a lot of things were forgotten, and usually meant also Mrs. Heck getting down the catalogue on her return, and sending for the forgotten items, with a fair proportion of next week's needs as well.

The Gospel of Making It Easy

Now the car passes the door or thereabouts, and for the small sum of a nickel one can run to town almost any hour of the day. The result is that the good old catalogue has been ousted from its place on the nail beside the pantry door to a less airy one at the bottom of the woodbox, and Heck and Mrs. Heck make practically nightly trips to town to nourish their souls at the shrine of the perforated film, and to do ditto for their pride at the various town stores. When you make it easy for people to go somewhere and do something, they naturally do it, it being a human proclivity to do the thing that doesn't take much doing. A trip to town with the consequent excitement, is easier than trying to make one's wants clear on one of the printed forms torn from the back of the catalogue; therefore a trip to town it is.

Taking Mrs. Jones' case, of course, something is lost, but then Mrs. Jones only goes away for a few of her things, while Mrs. Smith comes for all, so it looks as though the balance were on the right side of the ledger.

Putting the White Collar on the Daily List

But to continue the parable from the viewpoint of Humph and Heck. The electric car began the work that the automobile is continuing—the destruction of that died-in-the-wool idea that a white collar and a tie were an infallible sign that it was Sunday or a funeral or a wedding. In other words, Heck is a prospective buyer, not once every ten years or so, but about on the same average as the city man. The electric car, and later the automobile, brought Heck and his like into touch with the man who wears a collar and tie as part of the appointments of the day. It made mixing with other folks easy, and it did away with the delightful simplicity of pioneer days.

There are those, of course, who see in the automobile a force to get the young men away from the home town to other buying centres. Returning to Mr. Stephens long enough to use him as an authority, we have his statement that the automobile—and there are as many cars per square foot in this section as in almost any other section of the country—has not had the effect of pulling trade away from the town. Some trade goes elsewhere, of course, but the passing trade that the automobile brings for rain coats and gloves, and clean collars and handkerchiefs and a dozen other things more than compensates for the loss. After all, the home town is the natural buying place.

The People of New York and Oshkosh

Down in New York they have a saying that what New York thinks and wears to-day the whole United States will think and wear to-morrow. The idea brings a pleasant little beam of light into the New Yorkers' existence. Of course it isn't so. What, after all, does Jim Burns, home address Oshkosh, Michigan, care about the Beau Brummells of Fifth Avenue. He has just caught a glimpse of Bill Hyman in a startling little thing in shirts, and he yearns to know where he can get its twin. Now, of course, he might search New York high and low for it. Its mate is to be found right there in Oshkosh. That's the reason why the electric car and the automobile have been a Godsend rather than a curse. They have enlarged the sphere of influence of the smaller towns rather than curtailed it. Most people stay by their own community, or thereabouts.

Who in Grimsby cares what they are wearing in Hamilton or Toronto or Montreal? Why, if Heck should have the temerity to deck himself out in the latest thing from New York he might be so far ahead of the other fellows that they would probably think he was behind. Following the fashion is good enough for most folks, and the fashion is largely fostered by the buyings of the merchant of the small town. Of course he has to keep his eyes open, but given a moderately wide awake merchant, that merchant need not fear outside competition. The appearance of Jim Brown of Grimsby, whom he knows is of much more importance to the habitue of the town than the appearance of some Hamilton or Toronto Jim Brown whom he does not know.

That at least is the opinion of Mr. Stephens. There is no suggestion that the above is a literal translation of Mr. Stephens' opinions on the matter, but it at least follows in a sketchy manner his views on the dangers or lack of danger to be found in the prevalance of trolleys, tin Lizzies, and automobiles.

The Personal Element Item

Taking another viewpoint on the situation, too, there is the personal element in selling, that the home town has and the distant town hasn't. Take the experience of A. F. Hawke for instance. Prior to the war this Grimsby store had in its men's department a young Englishman. This young fellow was a friend of pretty well everyone in the town. There was a lot of young Englishmen in the section and he was a natural born pattern for them. The store did a big special order clothing business, and this young fellow would gather in pretty well all his compatriots. Go into Hamilton to buy a suit? That would have been contrary to the whole "spirit of the gang," which is a stronger influence than most people realize. They stayed and bought right at home, from the man they knew. Facilities for travel don stack up very high against such an influence as that.

The Small Boy Comes to His Own

Everything went like a song until the war broke out and this young fellow enlisted, and with him the bulk of the boys he used to sell. Of sixty customers for special order suits that the store had when the war broke out only eight were left at the beginning of the second year. It is claimed that out of the section served by the town of Grims 660 young men went overseas.

It doesn't appear, at first sight, as though anything else would be needed to put the men's wear business in that town on its black clamoring for air. It was a serious blow. No question of a doubt about that but after four y of fairly mournful times the town is once again back somewhere near normal. The younger chaps, who in the nature of things, had their elder brothers been around, would have been relegated pretty well to the background, have been earning a man's wage for some considerable time now, and they are filling in manfully. Being younger they are not much given to straying away. Moreover, what is lost in the trade for grown men is made up in the trade with the younger boys. There are few of these now who are not now earning money. Even the young fry who might in normal times still be digging with

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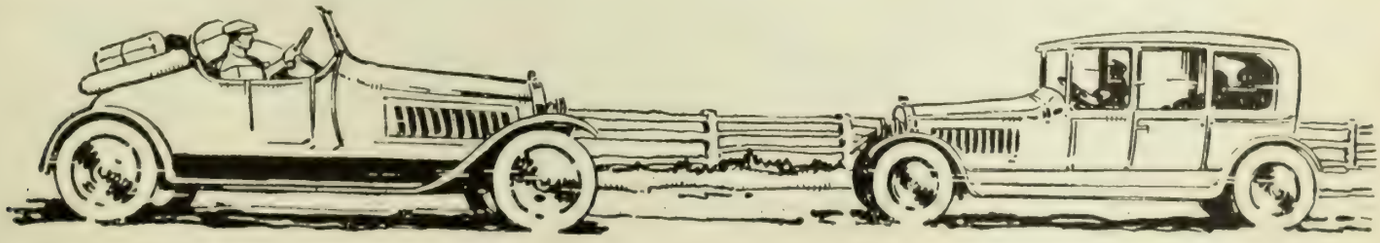


BRANTFORD MERCHANTS MAKE "DOLLAR DAY" A SUCCESS

For Five Years Dollar Day Has Been Staged Twice a Year, and Always With Increasingly Good Business as a Result—Merchants Explain Methods of Working the Day And Are Enthusiastic As To Its Effects.

"DOLLAR DAY" is a device for attracting to the stores of a city all possible business from outlying sections of the district tributary, and at the same time stimulating business from everyday customers. Dollar day also enables merchants to move swiftly and to customers' satisfaction stock which would otherwise in all probability remain on the shelves until next season to the satisfaction of no one at all. Several of the thriving country buying centres have discovered the value of dollar day as an institution. The origin of the name is found in the principle established that on dollar day every customer of any store supporting the movement can count on getting the best value possible for every dollar spent. Many special bargains are offered at the price of One Dollar.

Succeeds in Brantford

These main outlines are aimed at in the plan of any city's Dollar Day. Details of the working out of a successful Dollar Day campaign are discovered in the experience of Brantford as told by several of Brantford's enterprising merchants. Brantford's latest Dollar Day was held on August 1st.

About Dollar Day in Brantford, H. L. Conway, manager for Grafton & Co., Limited, says:

"Dollar Day is a semi-annual affair here. One day is held in the Summer and one in the Winter. Dollar Day was organized in Brantford by Mr. W. B. Preston of The *Expositor* newspaper newspaper some five years ago. The merchants took hold of it, and every dollar day sale has been a huge success."

Newspaper Behind Needed

"It is necessary first of all to have a newspaper behind you," says Mr. Conway. "Here we call it 'The *Expositor* Dollar Day.' It is up to the newspaper to give all the publicity possible so as to make it a day that every one in the city and surrounding district will know about. First, the newspaper calls a meeting of the merchants. This leads to the election of a committee which does the work. All merchants are interviewed. If they decide to go into the Dollar Day group they are assessed a certain amount for expenses."

This amount varies from $3 to $20, according to the size of the store. A prize fund is provided from which a number of cash prizes up to about ten in all can be taken. The prizes vary in volume from a dollar up to fifteen dollars. They are distributed by the numbered ticket system. Each purchaser of goods to the value of a dollar gets a ticket. Every merchant taking part has a book of tickets for distribution amongst his customers on Dollar Day. The drawing takes place the day after the sale. This is an added attraction but the principal attractions of the sale are held to be in the stimulating atmosphere of brisk buying brought about, and the qualities of the bargains offered.

Stores are Decked for Occasion

Part of the expense fund goes in decorations, pennants and streamers to distinguish the stores participating. Special price cards are printed and used to attract attention of the public. Every move in the whole campaign has for its object suggestion and stimulation for the buying community. As Brantford has had experience of the plan for five years the community is well educated up to it, and there is less inertia to overcome.

The merchants have come to regard Dollar Day as a festive occasion and make it the means to much good fellowship and good natured rivalry. By set arrangement for several years Dollar Day is always held on a Thursday. Wednesday is the regular weekly half-holiday.

Auto Excursion Features

On the Wednesday afternoon preceding this year's Dollar Day the merchants of Brantford going in for the Dollar Day campaign had an automobile trip to Port Dover. This trip is also becoming a feature of the occasion in the Summer season. The cars are decorated, and carry placards advertising Dollar Day at Brantford. A certain amount of value is attached to the auto tour as advertising, but the greatest value it gives is the general good feeling established between the merchants, and the impression given of healthy business goodwill. This contributes in ways not easily estimated cent by cent, to the success of Dollar Day in Brantford.

Advertising Dollar Day

Window trims advertising Dollar Day bargains are all arranged for Tuesday so that the visiting public may have a good chance over Tuesday and Wednesday to see what is being offered. The newspapers are also well filled with advertisements inserted by the enterprising merchants with attractive goods to offer,

DOLLAR $ DAY
Farmerette Uniforms
YESTERDAY
Was the day of the hoop skirt and cumbersome garments.
TO-DAY
Sees styles allowing for greater ease and more efficiency, in feminine endeavor. For this purpose, new designs and forms of dress are continually created. One of the recent and most practical of these creations is the Over All for Women.
These garments are beautifully made of high quality assorted galateas in attractive patterns, dark, blue denim, and khaki materials, made in one and two-piece garments. The prices are reasonable, too.
$2, $2.25, $2.50, $2.75, $3
Dollar Day
Our shelves and counters are loaded down with our well-known standard lines in men's wear for Dollar Day.
Special Dollar Day Prices on Shirts, Collars, Hosiery and Many Other Lines
10 Linen Collars for $1.00
W. D. COGHILL
40 MARKET STREET
Headquarters for Holeproof Hosiery for Men and Women

DOLLAR DAY
A Dollar They Say is Now Only Worth Fifty Cents
You can make it worth a Dollar and Fifty Cents by taking advantage of the following bargains at
McFARLAND'S
DOLLAR DAY
Men's All-Wool Suits, regular up to $18, broken sizes $9.98
Men's All-Wool Tweed and Fancy Worsted Suits up to $25.00, for $13.98
Youth's Suits, assorted, regular up to $12, for $8.98
Boys' Suits, odd lot, for $4.98
Boys' Suits, all wool, for $6,98
Boys' Wash Suits, regular $1.50, for $1.00
Assortment of Men's Working Pants, $2 to $2.50, for $1.50
Men's Black Drill Overalls, with bib, worth $1.75, for $1.25
Men's Blue and White Stripe Bib Overalls, large sizes only, for $1.00
100 pairs Men's Fine Stripe Worsted Pants, worth $3.50, for $2.50
Men's Natural Color Sox, worth 40c, for 25c
Men's 35c Lisle Sox, for 25c
Men's Balbriggan Shirts and Drawers, worth 75c, for 49c
50 Dozen Wash Ties, regular 25c, for 19c
10 dozen Wash Ties regular 35c, for 25c
VERY SPECIAL. Any sailor straw hat in our stock for $1.00
Andrew McFarland
Sole Agent 20th Century Brand Tailored Clothes for Men. The Reliable Clothier

Two of the advertisements which helped to make Brantford's "dollar day" a success.

The Merchants' Treasure Box

The merchants will give away on Dollar Day about $175.00 in cash as bonuses in connection with the Dollar Day shopping. Every merchant who is co-operating in this great shopping event will give one coupon free with every dollar purchase. Remember, these tickets cost nothing. They are given away with no conditions of any kind attached to them. Not only does the customer get full value in merchandise for every dollar, but in addition there is the greatly increased value which is given to every dollar's purchase on Dollar Day. And then the Treasure Box coupon is added by the merchant as a souvenir to remember Dollar Day by.

Commence your shopping early Thursday. Be on hand to get the first choice. The stores will close at 6 o'clock sharp, not remaining open in the evening as formerly.

This announcement followed by the names of the merchants sharing in Dollar Day in Brantford draws attention to the extra inducement to purchasers of the "Merchants' Treasure Box" with its prizes.

and paid for at ordinary space rates. It is through these advertisements, of course, that the local paper comes in for a share of the Dollar Day returns.

Each merchant's advertisement features Dollar Day either by direct reference, or by dollar sign borders, or by some other ingenious device. Thus public attention was kept for ever on the subject, and the idea of value for the dollar was pressed well home in people's minds. No doubt the people themselves help advertise Dollar Day in Brantford by talking of it amongst themselves, and undoubtedly advertising largely contributed to the increase of the day's business.

Merchants Well Satisfied

Following series of opinions from merchants who have put Dollar Day to the practical test forms a good means of estimating the worth of the movement which is one that may be tried in many other centres in Canada, and successfully. These opinions were secured from the merchants by the Brantford *Courier* the day after the holding of Dollar Day, August 1st, 1918:—

J. M. Young & Co.—Even with the early closing yesterday's business exceeded that of last August Dollar Day, said Mr. Hall, manager.

Pursel & Son.—While there did not seem to be many from out of town, city buyers were out strong, and the day was a hummer.

R. Feely—The lines we carry do not lend themselves readily to Dollar Day offerings, but we did a splendid business.

J. L. Sutherland.—We did not make any special preparation, but we did a record day's business.

Wiles & Quinian.—The day's business was truly up to our expectations, in fact, exceeded them.

Grafton & Co.—Our Dollar Day business yesterday exceeded any previous day by a good margin.

Day's Business Doubled

A. C. Percy.—Yesterday's Dollar Day business doubled that of a year ago.

Neill Shoe Co.—"Say, it was a good day," said Mr. McPherson. "It was ahead of last August Dollar Day."

Levy's, Limited.—Mr. Greenhill, manager, said simply, "A great day. The best we ever had."

A. McFarland.—Our sales were large, but early closing deprived many men of buying opportunities.

Coles Shoe Co.—Mr. Coles, when approached, said, "First rate. Dollar Day is all right."

Northway Co.—Mr. Strong was enthusiastic. "Magnificent, grand, the best yet," he said.

Buller Bros.—It was a big busy day for us all right. We vote for Dollar Day.

E. B. Crompton & Co.—Mr. C. F. Ramsay said, "It was a very successful day in the big store. It was ahead of last year and you can say that we are more than satisfied."

H. E. Perrott.—It was a very good day. We are quite satisfied.

Russell & Co.—Dollar Day certainly brings the people out. We were exceedingly busy.

"It Was a Winner"

John Agnew, Limited.—Mr. J. Bauslaugh experienced his first Dollar Day in Brantford. It was a winner, he declares.

Consolidated Dry Goods.—It was a dandy day. We had good business and appreciate early closing.

Karns & Co.—Mr. Reed, manager: "We have no complaint. It was a big day, and turned out better than I anticipated, exceeding last year."

J. W. Burgess.—I was well pleased. Yesterday was exceptionally good.

Ogilvie, Lochead & Co.—We were very well pleased. It was one of the best days we ever had in the summer season. It was better by far than we expected.

W. L. Hughes & Co.—"You can say for me," said Mr. Hughes, "that I am delighted with the volume of business done. It is remarkable, considering a short day."

Henkle Bros.—We did a big business. Our offerings were large and we're cleaned up. We are certainly satisfied.

W. D. Coghill.—Dollar Day has always been a big day for us, but yesterday was a hummer.

G. Brander.—It was a good day in every department, and we were glad when closing time came. It will be hard to eclipse yesterday's record.

T. G. Boles.—In every line we had big sales, but our sale of soap was large enough to wash the entire city. Sure, we had "some" day.

"Stirs Up Business"

M. E. Long.—Dollar Day certainly stirs up business. We had a good day, and what is better, we had many visitors who are good prospects.

R. T. Whitlock & Co.—"Because we had but just moved, we did not anticipate a crowd, but we had them," said Mr. Whitlock. "It was a success, as far as we are concerned."

Howie's Hardware.—Our lines do not lend themselves to Dollar Day bargains. We are pleased, though, to see Dollar Day put on, and will assist at any time.

T. A. Squire.—"I'm satisfied," said Mr. Squire. "We had a dandy day."

Firth Bros.—"You can say we did an ordinary week's business in the one day," said Mr. Danby, manager, who is an enthusiast over Dollar Day.

Miss Wood.—The ladies certainly know and appreciate bargains. We had a remarkable day's sale.

TOWN ON THE TROLLEY LINE

Continued from page 45

their bare toes in the ground, are working now and earning money. Or if they are not actually getting it are well aware that they should be and are demanding certain other concessions from their parents. Could you get this trade away from town? Certainly not to a big city store where the lad would be bashful and uncertain of his own wishes. The town store man they know. That in itself is one of the strongest factors a factor noted by both of the merchants quoted here. It is a large factor that puts the town store beyond any casual danger from such agencies as car and automobile.

WHAT DO LOTTERY AND TRADING STAMP ACTS MEAN?

Stratford Firm Just Fined for Alleged Breach, But Other Merchants Have Used Same Scheme Without Interruption—All Want to Keep Law, But What is the Law?

MANY merchants during the past year or two have found that in spite of the best intentions they have run foul of the law as outlined in the Lottery Act and the Trading Stamp Act. The great difficulty is that the acts are not altogether clear. They require interpretation it seems, and the interpretation put upon the acts in various parts of Canada differs widely.

This divergence in interpretation is made very clear by a recent case. Thornton & Douglas Limited of Stratford, Ont., were found guilty under these acts and were made to pay a nominal fine. The two Stratford papers who published the advertisement regarding this business promotion scheme were also found guilty and fined nominally. Yet the very same scheme has been used by other Canadian men's wear merchants in other Canadian cities without any trouble resulting for them.

Ads. Tell the Story

The three advertisements, one announcing the contest, one announcing the first winners and the third announcing the fact that the contest was declared illegal by the police magistrate of Stratford and was therefore discontinued, tell pretty well the story of this sales plan. It was a simple plan indeed. Buttons were given out to the boys of Stratford. These buttons bore numbers, and some of the numbers were alike. When a boy found the boy who had the duplicate of his button the two would come to the Thornton Douglas store and get a $5 credit on their next suit.

Police Chief Lannin of Stratford worked up the case and laid a charge which said that the defendants "Did contrary to law, publish or cause to be published, a proposal or plan for the disposal of goods by cards, tickets, or other mode of chance, contrary to law."

The case was not enlarged in the court as all three defendants pleaded guilty.

Referring to the matter, J. H. Gordon, manager of the Thornton and Douglas, Stratford branch, stated to MEN'S WEAR REVIEW:

Could Have Fought Case

"We might say that while we pleaded guilty on advice of our counsel, he thinking that this would be the easiest and cheapest way out of the trouble, we are of the opinion that our contest was within the law.

"There was no drawing or awarding of prizes by lottery. We do not consider it a game of chance but a trial of skill or detective work, as it were, and we are firmly convinced that had the case been taken to a higher court we would have won out."

The Canadian manager of the firm who sold the buttons to Mr. Gordon and who arranged for the scheme has this to say in the matter:

"I am very much surprised to hear of the charge that the duplicate button idea is looked upon as a lottery. It is no more a lottery than a race would be between two children for a prize. It is a reward for diligence. I cannot see any difference between this idea and the idea which has been used by merchants all over the U. S. and Canada where a lady disguising herself on certain days offers a reward for the first person who discovers her identity.

Button Maker's Opinion

"So far as I have been able to make out, so long as you do not charge anything for the buttons or make it a condition that purchase is made before giving a button, there is no element of chance entering into the contest, and since you do not charge anybody anything, but merely desire to give a reward for any diligence displayed by a boy in picking out some other boy who may chance to have a button the same as his, I cannot for the life of me figure out how your using this idea can be proved by any reasonable individual as being against the law."

The most unfortunate part of the whole case is that it is merely one of the number which have occurred in Canada.

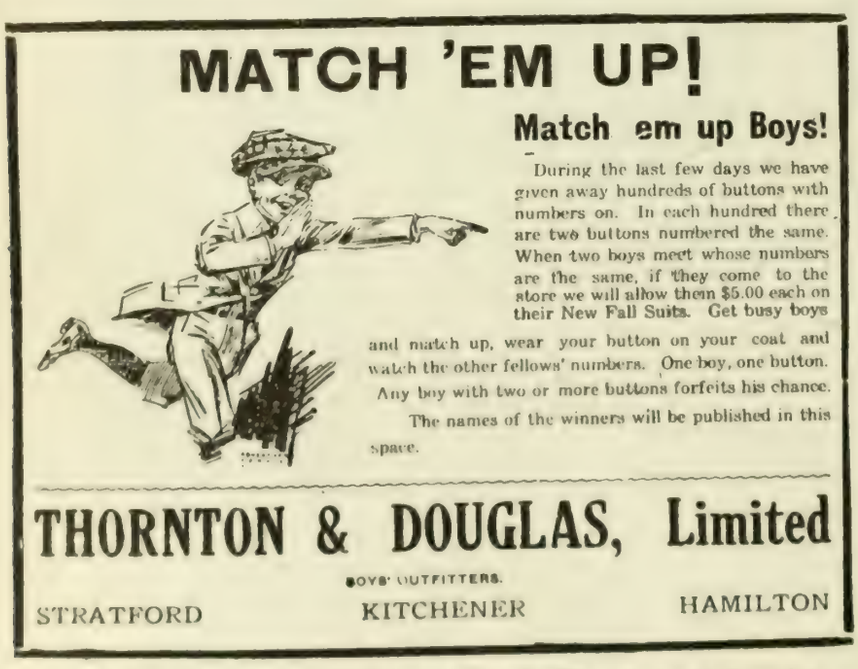
The Trading Stamp Act and the Lottery Act doubtless were framed in the interest of the retail merchant. The great difficulty with them, however, is the fact that they require so much in-

NO CLEAR UNDERSTANDING OF THE LAW

As indicating the different interpretation put upon the Trading Stamp Act and the Lottery Act in different parts of the country it is worth noting that this month—during which Thornton & Douglass have been fined for giving away buttons to boys, which, upon being matched entitled the successful boy to a credit note of $5.00 *on his next suit—G. Hawley Walker of Toronto is announcing, in the Toronto "Star," the winners of a similar contest.*

This month also, at the Strathroy fair, Dowler Brothers of St. Thomas, London, Windsor and Sarnia gave away 15,000 *such buttons, two being alike in each hundred, the detection of which similarity entitled the bright boy to a credit note at any of the Dowler stores.*

The thought that the contests they were holding were in any way contrary to the law certainly never entered the minds of any of these merchants, but in one community action is taken.


MATCH 'EM UP!
Match em up Boys!
During the last few days we have given away hundreds of buttons with numbers on. In each hundred there are two buttons numbered the same. When two boys meet whose numbers are the same, if they come to the store we will allow them $5.00 each on their New Fall Suits. Get busy boys and match up, wear your button on your coat and watch the other fellows' numbers. One boy, one button. Any boy with two or more buttons forfeits his chance.
The names of the winners will be published in this space.
THORNTON & DOUGLAS, Limited
BOYS' OUTFITTERS.
STRATFORD
KITCHENER
HAMILTON

One of the original announcements made by Thornton and Douglas.

THE FIRST WINNERS
in the Button matching contest came in Saturday. They were Roy Spooner, No. 5 Nile street, and Oswald Hohl, No. 346 Brunswick street, and the lucky number was 11. They each bought their new Fall Outfits and each was allowed $5.00 off his purchase, and are the happiest boys in town today.
There are still many buttons to be matched up, get busy boys. Who will be the next lucky pair?
THORNTON & DOUGLAS, Limited
BOYS' OUTFITTERS.
STRATFORD
KITCHENER
HAMILTON

An announcement of winners. It was after this was made that charge was laid.

terpretation, and that they are interpreted differently in different places.

As a case in point the Stratford firm of Thornton & Douglas have been found guilty on the charge as outlined above, yet this button scheme has been used by other merchants, also in perfectly good faith. There have been buttons given out on practically if not identically the same basis as those issued by Thornton & Douglas by the following firms during this year:

Begg & Co., Hamilton, used 10,000.

Dowler & Co. used 15,000 at their four stores.

Tate Bros. of Ingersoll used 1,000.

The Market Shoe Store, Brantford, used 1,000.

Agnews of Kitchener used 1,000.

George Wallace of Guelph used 1,000.

H. Grey Hodges of Chatham used 1,000.

Gahagan of Woodstock used 1,000.

Gilmore, St. Catharines, used 1,000.

Hawley Walker, Toronto, 10,000.

How About the Exhibition Case?

It will be noted that in one of the announcements published by Thornton & Douglas the statement is made that at the Toronto Exhibition a piano company were using this same button scheme, and that on the day Sir Robert Borden was at the Exhibition he was presented with and accepted one of the buttons, and matched this up successfully with a United States officer. If this is the case, and it seems to be undenied—the court of Stratford appears rather in the position of causing the Canadian Premier—a recognized legal authority—to have put the stamp of approval on something which was illegal.

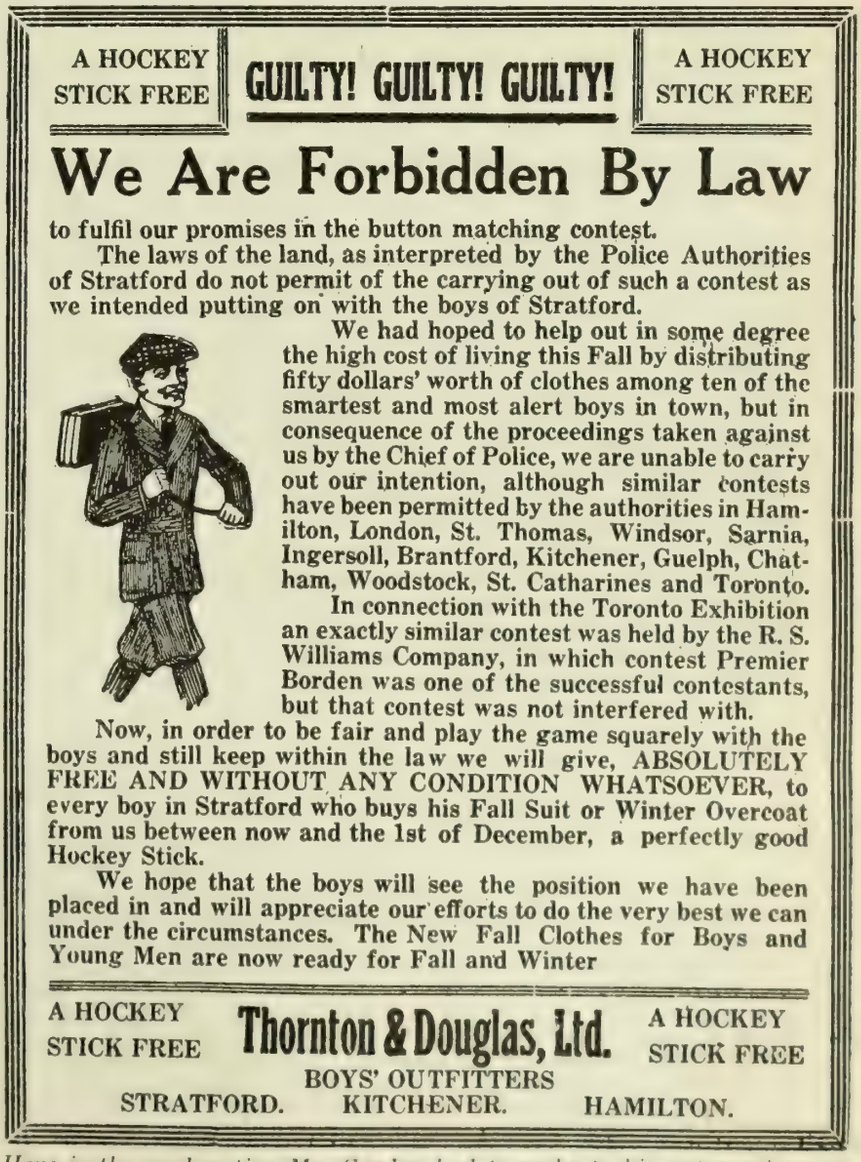
There is need of uniformity, as has been said, in the interpretation of this law. The law is to be revised during the coming session of Parliament, MEN'S WEAR REVIEW understands. When such revision is up it would be well to have all clauses of both the Lottery Act and the Trading Stamp Act made so clear that the action of one police magistrate must match up with the action of another—so clear that chiefs of police will only lay cases where a real infringement of the law is taking place.

MAKE WAY FOR GOVERNMENT

The Government has purchased for the Invalid Soldiers' Commission of the Civic Re-establishment, the Keens Building, 185 Spadina Ave., Toronto, in which the W. J. Keens Co. has been carrying on business. This has necessitated a move and the W. J. Keens Co. have secured two entire floors of the new Continental Building, 259 Spadina Ave., corner of Grange avenue. The offices and show rooms will be on the main floor. The firm also has the entire fourth floor.

ENGLISH STORES CLOSE FOR HOLIDAY PERIOD

London, Sept. 15.—For the first time in its history London followed the custom of many provincial cities by closing many business premises for the first week of August. The shortage of labor and difficulty of arranging a supply of employees resulted in a large number of proprietors deciding to close down entirely from August 3 to August 12. Nearly 1,000 London stores in outer London were affected. The majority of the other business houses closed from August 2 to August 7.


A HOCKEY STICK FREE
GUILTY! GUILTY! GUILTY!
A HOCKEY STICK FREE
We Are Forbidden By Law
to fulfil our promises in the button matching contest.
The laws of the land, as interpreted by the Police Authorities of Stratford do not permit of the carrying out of such a contest as we intended putting on with the boys of Stratford.
We had hoped to help out in some degree the high cost of living this Fall by distributing fifty dollars' worth of clothes among ten of the smartest and most alert boys in town, but in consequence of the proceedings taken against us by the Chief of Police, we are unable to carry out our intention, although similar contests have been permitted by the authorities in Hamilton, London, St. Thomas, Windsor, Sarnia, Ingersoll, Brantford, Kitchener, Guelph, Chatham, Woodstock, St. Catharines and Toronto.
In connection with the Toronto Exhibition an exactly similar contest was held by the R. S. Williams Company, in which contest Premier Borden was one of the successful contestants, but that contest was not interfered with.
Now, in order to be fair and play the game squarely with the boys and still keep within the law we will give, ABSOLUTELY FREE AND WITHOUT ANY CONDITION WHATSOEVER, to every boy in Stratford who buys his Fall Suit or Winter Overcoat from us between now and the 1st of December, a perfectly good Hockey Stick.
We hope that the boys will see the position we have been placed in and will appreciate our efforts to do the very best we can under the circumstances. The New Fall Clothes for Boys and Young Men are now ready for Fall and Winter
A HOCKEY STICK FREE
Thornton & Douglas, Ltd.
A HOCKEY STICK FREE
BOYS' OUTFITTERS
STRATFORD. KITCHENER. HAMILTON.

Here is the explanation Mr. Gordon had to make to his patrons because of the action taken by the police.

THE TRADING STAMP ACT

Passed By House of Commons, 1905
Bill No. 196

AN Act in amendment of the Criminal Code, 1892.

His Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:—

1. The Criminal Code, 1892, is amended by inserting the following sections immediately after section 526:

526a in this section—

(A) The expression of "trading stamps" includes, besides trading stamps commonly so called, any form of cash receipt, receipt, coupon, premium ticket or other device, designed or intended to be given to the purchaser of goods by the vendor thereof or his employee or agent, and to represent a discount on the price of such goods or a premium to the purchaser thereof, which is redeemable either:

(1) by any person other than the vendor, or the person from whom he purchased the goods, or the manufacturer of the goods, or

(2) by the vendor, or the person from whom he purchased the goods, or the manufacturer of the goods, or in cash or goods not his property, or not his exclusive property, or

(3) by the vendor elsewhere than in the premises where such goods are purchased, or which does not show upon its face the place of its delivery and the merchantable value thereof, or is not redeemable at any time, but an offer, printed or marked by the manufacturer upon any wrapper, box, or receptacle in which the goods are sold, of a premium or reward for the return of such wrapper, box, or receptacle is not a trading stamp within the meaning of this section.

(b) The expression "goods" means anything which is merchandise or the subject of trade or manufacture.

(c) The expression "every one," "vendor," "purchaser," "merchant," "agent," or "person," includes any partnership or company or body corporate.

2. Every one is guilty of an indictable offence and liable to one year's imprisonment, and to a fine not exceeding five hundred dollars, who, by himself or his employee or agent, directly or indirectly, issues, gives, sells or otherwise disposes of, or offers to issue, sell or otherwise dispose of trading stamps to a merchant or dealer in goods for use in his business.

3. Every one is guilty of an indictable offence and liable to six months' imprisonment, and to a fine not exceeding two hundred dollars, who, being a merchant or dealer in goods, by himself or his employee or agent, directly or indirectly gives or in any way disposes of, or offers to give or in any way dispose of trading stamps to a purchaser from him of any such goods.

4. Every one is guilty of an offence and liable on summary conviction to a fine not exceeding twenty dollars, who, being a purchaser of goods from a merchant or dealer in goods, directly or indirectly receives or takes trading stamps from the vendor of such goods or his employee or agent.

526b. Any executive officer of a corporation or company guilty of an offence under subsection 2 or subsection 3 of the next preceding section who in any way aids or abets in or counsels or procures the commission of such offence, is guilty of an indictable offence and liable to the punishment stated in the said subsections respectively.

2. This Act shall not apply to any trading stamp issued by a manufacturer or vendor before the first day of November, one thousand nine hundred and five.

SELLING SWEATERS BY THE POUND

Unique Display of Men's Wear Store in Montreal—The Magnetic Drawing Power of a Good Window—Suggesting the Cleaning Up of Hats

IN these times of daily change in merchandising methods we hear much discussion as to selling eggs by the pound, vegetables by the pound, syrup and other commodities by weight. But "Sweaters by the Pound."! who ever would have thought it?

The Livinson boys—men's wear men, at 23 St. Catherine st. west, Montreal, pay a great deal of attention to their windows and it pays them. A few days ago they stated to MEN'S WEAR REVIEW that they considered the benefits accruing to them through their window displays very considerable; that many of their friends knew them because of having been drawn in the first instance through a good showing in the windows of the store.

Sweaters By The Pound

One of the most unique displays they have had of late is that of a pure wool white sweater. It was made on this wise. One of the large scale companies was approached for the loan of a regular counter scale, one of the registering series. The window was cleared and some of the best sweaters in stock laid aside for display in the east window. A few of these were neatly arranged on easels about the window, and the scale, already procured, was placed in the foreground and slightly raised on a small box. On the scales was placed the white sweater and, as will clearly be observed by the accompanying photo, a small card—"Pure Wool $5 a Pound" drew attention to this central feature of the display. At this rate $15 was the price asked for the garment.

Also note the larger card below the sweater on the scale and referring to the fact that the firm had been fortunate in securing some sweaters at a good price and indicating the rise to follow in prices.

Asked as to the results, Mr. Livinson stated that there had been a great deal of interest manifest on the part of passers-by. They had been drawn to the window — had noticed the unusual scheme, and were evidently impressed at least with the fact that good sweaters could be had here at a reasonable price.

Another Winning Idea

There is usually some good idea simmering in the minds of the Livinsons. They use their gray matter. Displays are usually original and therefore the more attractive to the passers-by it is desired to interest.

On the "dividing" strip between the plate glass of the window shown in the accompanying photograph, it will be observed that there is a small panel for specials. When an announcement is desired this is used. In the present instance a small card was inserted bearing these words:—The Hat Question—This season's hats are expensive, save $5.00. Have your old hat blocked and cleaned, $1.00. Special Hat Service Dept.—LIVINSON'S—Men's Wear and Knit Goods.

Mr. Livinson explained that this was something that all might not approve of. He figured, however, that many a prospect, having a good hat and wishing it cleaned up somewhat would have this done and later come along for the purchase of a new one — appreciating the previous service.

Match Scratchers Too

In a prominent place on the window sash at the front, small match scratchers have been affixed, just where they will attract the attention of the pedestrian who is sauntering down the street after supper. Using this match scratcher he comes directly in front of the displays in the show window. This has proved another one of the little features of value in interesting prospective customers.

MAYOR JOINS KITCHEN OVERALL AND SHIRT CO.

Mayor MacBride of Brantford has accepted a position with the Kitchen Overall & Shirt Co. of that city and will have charge of sales in Eastern Ontario.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN.

VOL. 8 OCTOBER, 1918 No. 10

EDITORIAL NOTES

MOTORLESS Sundays—the war indeed is a great leveler.

* * *

THAT defensive war the Kaiser has been talking of for four years looks like a reality now.

* * *

ONE hundred dollar suits are predicted. In view of this, we dare forecast the styles. Coats and trousers will be worn longer.

* * *

OCTOBER is the right time for Thanksgiving Day, but why couldn't the date be definitely fixed so that it could be marked on all calendars?

* * *

WONDER what this lawyer Frooks, head of the Anti-Collar League, looks like, anyway. Does he go collarless? He doesn't say so. We imagine his legal practice is about size 12½.

* * *

THE man who started the no-collar campaign started a flow of humor, and near humor, on the part of newspaper paragraphs which is almost overpowering. Fortunately the collar will endure when the quips are forgotten.

* * *

THOSE world's best sportsmen, the English, might let their hatred of hitting a man who is down lead them to let off the German beast; but the French, the Americans, and, yes, the Canadians, are sure to insist that the lesson be hammered home.

MUCH TO BE THANKFUL FOR

THANKSGIVING!

A year ago someone, bending under the strain of the times, asked, "What has Canada to be thankful for?" A year ago MEN'S WEAR REVIEW answered for the men's wear trade—and it was not hard to find a very full answer.

Now, after twelve more tempestuous months, reasons for thankfulness will spring to the mouths of all.

We can give thanks for a bountiful harvest—poor in localities, alas—but bountiful beyond general hope, Canada as whole considered. We can give thanks that even where hope-bending failure has occurred there is, at the back of the farmer, three years of plenty.

We can give thanks for the favored position of Canada, whereby she finds herself sending her excess goods abroad, and receiving on the returning ships a large part of what little old England and the Continent can export these troubled times. The position of Canada, in this regard, is one which all parts of the Empire do not enjoy, one for which we as a people may indeed give thanks.

We can give thanks at this season for the position at the front and for the spirit of the Allies which has carried on so gallantly until the end begins to appear—dimly, perhaps, yet perceptibly.

And we can give thanks for the spirit of the Canadian people. From here there have arisen no whimperings when things went wrong. Under the Prussian whip—so cruelly and foully applied—we, like the Belgians, the British and the French, stood up. Oh, at this season we can thank Almighty God we are not cursed with the bullying, cringing, snarling, whimpering, craven German spirit.

CASES SHOULD BE TRIED

IN view of the multiplicity of problems which confront men's wear merchants at present there is small wonder that a merchant often prefers to plead guilty, where he believes himself right, rather than fight a court case—at considerable expense not only of money but of time. All readers will appreciate why Thornton & Douglass, of Stratford, admitted a technical guilt which they did not feel when recently charged with committing a breach of the Lottery Act. But—for the good of the trade as a whole—it is a pity the case was not fought.

Every now and then the need of some central body in the men's wear trade becomes apparent. Such a body could shoulder much of the burden which would result were cases, like that recently faced by Thornton & Douglass, of Stratford, actually fought.

No one—certainly not Thornton & Douglass, of Stratford—wishes to defeat the law; but the law is capable of many interpretations it would seem. Certainly such is the case with this Lottery Act. For the very reason that various interpretations of the act are possible, cases under the act should be tried. In that way the merchants of the country will be able to see just what sales promotion schemes are legal and what are not—either this or they will see very clearly that this Lottery Act needs amending that its meaning may be clear beyond possible mistake.

SAY WHY

"WHY do you want these goods?" asked a manufacturer of a merchant.

"That's none of your business," came the reply.

The merchant didn't have his order accepted.

* * *

"I'm holding a sale," said Mr. Dash, men's wear merchant, to a neckwear manufacturer from whom

he buys largely. "I've got a big stock of shirts, underwear, and one or two other lines which I want to reduce a little, and on which I can get a good big profit and give exceptional values. I want some ties just to round out the sale. Can you get me some?"

The manufacturer looked over the general plan of the sale—saw that what was wanted to round it out was a line of ties to go at about 49c. As every one knows, "there ain't no such animal" as a 49c tie now; but this manufacturer figured away—reduced the size on some $6.00 and $7.50 ranges, and got for the merchant what he wanted—a tie to sell at 49c retail which was wonderful value—a tie on which the retailer would not perhaps make any money but which would make his sale a success.

* * *

Both these instances are true; and they point a very big moral.

It pays in merchandising, as it pays in every other branch of life, to deal with people worthy of trust and then to trust them. No one likes "going it blind"; but for a friend—a business friend as well as any other friend—many will take a great deal of trouble when the purpose to be served is known. It is only by knowing the purpose that the manufacturer, as well as the retailer, may receive the thrill of the game.

NO MORE GUESSING CONTESTS

Proposal of Retail Merchants' Association is to Have Lottery Act and Trading Stamp Act so Revised as to Render These Illegal

AT the coming session of Parliament steps are to be taken by the Retail Merchants' Association to bring about such amendments in the Trading Stamp Act and the Lottery Act as would prevent the carrying on of all guessing contests by merchants.

It has been a disputed point as to whether a guessing contest is a game of chance or a contest of skill. The aim of the amendments to the existing Act will be to make it illegal to carry on such guessing contests.

As to whether this is a good step or not—that is so far as restricting guessing contests goes—MEN'S WEAR REVIEW need not now say. If, however, the amendments do make the Acts clear as to what is an offence and what is within the law, they will be along the right line. At the present time merchants who are law-abiding citizens in every way, and who have the ordinary man's hatred of being haled into court, are summoned for some supposed infringement of an Act which seems capable of wide interpretation. Anything which makes for a clearer understanding of these Acts should be in the interest of the men's wear trade as a whole.

BUTTONS AND BRAVERY

Appearance Has Its Effect as the Following Incident Very Clearly Shows

"WHAT have buttons to do with bravery?"

More than you think.

For on that desperate retreat from Mons, when the British had to fight and fall back and fight to the last breath of the stoutest old Tommy, the officers said, "What's the use of making the poor devils polish their buttons and burnish their equipment? They get little enough rest; give them what they earn."

So they told the boys that the routine was suspended until further orders and that they need not polish their buttons any more. Tommy is like every other soldier, and when his captain told him he might leave off polishing his buttons he reasoned that shoes were no more important than buttons, or equipment than dress, or face than equipment. So he let his beard grow and his equipment get dull. He fought with the mud on his boots and gave no thought to those blasted buttons of his. Naturally enough, it was not many days before Tommy resembled a hobo so closely that he could not have identified himself in a mirror Tommy was quick to see the earmarks of a "bum" on his comrades. He decided that something had happened to them and that his pals had lost their punch. Consequently, when Tommy had to sustain the next charge of the Germans, he argued there was no use standing if the other men intended to run and he beat them to it—and that meant threatened disaster.

At length the amazed officers saw the connection between buttons and bravery. They traced back the changed psychology of Tommy and they determined that no Tommy thereafter should ever lose heart because his messmates looked like cutthroats. Back to polishing his buttons went Tommy and back with the polish on the buttons came Tommy's old time punch.

That is why he is polishing still, no matter whether he is in billets or dodging German grenades. And that is why Tommy's cousin is polishing, too. A uniform does not make a soldier and polished buttons do not win a bar or a medal; but the soldier who looks fit feels fit, and when he feels fit he is fit to fight!

While a study of the arguments against the use of brass buttons on soldiers' uniforms reveals very conclusively that the use of a metal as precious at this time as brass is very unthrifty to say the least, especially when there are other materials available for buttons which are quite as good, if not better; nevertheless it must be admitted that the foregoing story has merit since it points out that the attire of a man (or a woman) very greatly influences his state of mind and his actions. In other words the psychology of the "Dress-up Campaign" plays a big part in the morale of the British Army.—From *Art in Buttons.*

FIX BUSINESS HOURS FOR MEN'S WEAR STORES

Hours during which men's wear stores may do business were recently fixed in Chatham, Ontario, and on August 21st the following by-law went into effect:

1. All shops, where gents' furnishing goods are exposed or offered for sale by retail within the Corporate limits of the City of Chatham, shall be closed and remain closed on each day of the week, excepting Saturday, the day next preceding a public holiday and the period of two weeks next proceeding Christmas Day, between the hours of seven of the clock in the afternoon and five of the clock in the forenoon of the next following. day

2. All such shops shall be closed on each Saturday, the day next preceding a public holiday and each day of the period of two weeks next preceding Christmas Day, between the hours of half past ten of the clock in the afternoon and five of the clock in the forenoon of the following day.

CLOTHES FOR SIBERIA

The clothing and equipment issued to each man in the Toronto companies of the Siberian expedition will be as follows: 1 fur cap, 1 pair goggles,mackinaw jacket, sweater coat jacket, 1 pair moccasins, mufflers, winter mits, 2 mackinaw shirts, 1 pair shoepacks, 2 pair heavy socks, 2 pair winter stockings, toque and parka.

FIGURES VITAL TO BUSINESS SUCCESS OUTLINED

F. W. Stewart Urges a Sound Basis for Business—Too Easy Credit a Handicap—Slip-Shod Methods Disastrous—Correct Figuring Outlined

UNFORTUNATELY very few merchants were on hand to hear the address on "Principles which make for business success," delivered by F. W. Stewart, of Cluett, Peabody & Co., Inc., at the merchandizing course of the Canadian National Exhibition. The address was full of good points—many bearing on the proper method of marking up goods. It is given practically in full here, and will repay the careful study of all men's wear merchants—of clerks, too, who have their eyes open for the future.

"Knowing your business means more than knowing the amount of money you take in every day, week or month; it means knowing what it costs you to do business; the correct method to figure your profits and expenses; which goods are making and which losing money for you; (by departmentalizing your store); the quantities of goods you should buy, based on previous sales; which clerks are making the most money for you; the advantages of submitting statements to your creditors after each inventory, certified by a chartered accountant.

"These are the essential matters in connection with your business which you should know, if you are to be classified as a successful merchant.

Too Easy Credit

"The first point which I wish to emphasize is that credit in Canada, as dispensed to retail merchants, is too cheap.

"Those merchants who have always paid 100 cents on the dollar and who are in a position to continue to do so do not receive the protection from manufacturers and wholesalers in the dispensing of their credits to which they are entitled.

"Almost any man starting in business, no matter what his qualifications may be, can secure enough goods at any time to fill his store many times over if he wishes to do so.

"I have no objection to seeing young men starting in business for themselves, I am inclined to support them in their desire to do so, but before granting them credit, they should be in a position to take charge and operate a business, and they should have sufficient capital to make a 33½ to 50 per cent. cash payment against their first purchases.

Should Receive Proper Protection

"The protection to retail merchants who are well established and financially responsible for their purchases must look to the credit departments of the firms from whom they are purchasing, to see that they receive the protection they are entitled to against the placing of bankrupt stocks on sale, purchased at 40 cents to 50 cents on the dollar, for the reason that credit was given to merchants who were not qualified to receive it, and who apparently from the beginning had very little prospect of succeeding. Statistics show that 90 per cent. of the failures of retail merchants are due to lack of knowledge of merchandizing on the part of the merchants.

I believe, therefore, that it is the duty of all commercial organizations throughout the country, such as Boards of Trade, Chambers of Commerce, Retail Merchants' Associations, Credit Men's Association, and others, to co-operate in the discussing of plans to submit to the government, asking for legislation which will necessitate all persons desiring to enter into business for themselves to qualify before being allowed to do so, by passing a simple examination before a District Trade Commission, appointed by the government, or similar medium to be decided upon.

Sound Basis for Business

We must adopt business methods which will place retail merchandizing in Canada on a sound financial basis, and which will prepare merchants to withstand extreme trading conditions whenever they arise. Lawyers, doctors, engineers, and men entering other professional careers must pass examinations before being permitted to practise. I see no reason why such an examination, based upon sound business lines, should not be necessary where a man desires to take up retail merchandizing on his own account, or any other branch of commercial life.

My experience of many years in discussing expenses and profits with retail merchants, both large and small, has demonstrated beyond question that at least 75 per cent. to 80 per cent. are unable to state what per cent. it is costing them to do business, and that they are figuring their own profits correctly.

Almost invariably expenses are figured on sales and profits on invoice price.

This is where they fall, and it is for this reason that so many cannot understand why it is difficult for them to pay their bills when they really believe they are making profits, whereas in most cases they are operating their business at a loss.

Some three months ago while on a train, I got into conversation with a stranger, a clean-cut elderly man. He was in Canada in the interests of large United States pulp industries.

During our talk we drifted to the subject of retail merchandizing, and the qualifications of a successful merchant, and finally he turned to me and said:

Where Lack of Knowledge Hurts

"I was once in business for myself as a retail clothier and furnisher. It was in Duluth. I was energetic and aggressive and believed I had more than average intelligence. I worked hard, my business grew, but at the end of each year I had not made any headway financially, but I would resolve to redouble my efforts and make a showing the next year.

"And at the end of the fifth year my results were no better, and I decided I would close out my business and get into something else.

"That was many years ago, and it was only recently that I discovered where I was making my mistakes. I was figuring my profits incorrectly.

"In a pamphlet on retail merchandizing, issued by the Industrial Department at Washington, I found that hats which had been selling at $2.50 had cost me $3.10 by the time I had paid all my expenses. I didn't know. I should never have gone into business for myself because I lacked the knowledge necessary to make me a successful merchant."

The experience of this man is typical of a large per cent. of the merchants who are in business to-day.

Two Cases Cited

It is not difficult to figure expenses and profits, and I have prepared figures based on a business with a volume of sales of $24,000, which I hope will help those who are not conversant with short methods of arriving at the correct selling price to mark their merchandise.

The first fact which must be understood is that expenses and profits must be based on the same figures, either invoice price or sales.

Invariably cost of doing business is based on sales. It is much easier to figure your expenses of six or twelve months on half-yearly or yearly sales than on the invoice price of the goods which you sold during those periods. It would be necessary to keep record of the invoice price of every article sold, which would entail considerable clerical work in the average small business.

When figured on the sales it is quite easy for any merchant to figure his per cent. cost of doing business, so long as he has knowledge of what his actual expenses are.

Care Needed

Having decided that figuring expenses on sales is correct and more convenient and easier than on invoice price, you must then be careful to figure your profits also on sales, not on invoice price.

If you sold an article for $1 and your expenses are 25 per cent., it would cost you 25 cents to sell that article. That would leave a difference of 75 cents. If you add 33 1-3 per cent. to 75 cents it totals $1. You must keep in mind that 33 1-3 advance on invoice price is only equivalent to 25 per cent. of selling price, so that if you add 33 1-3 per cent. to invoice price and figure you are making 33 1-3 per cent. gross profit, you are wrong, all you are getting is 25 per cent., because remember we are figuring expenses and profits on sales.

The following percentages are interesting and may help you in figuring your profits:

25% on invoice price equals 20% on sales.
33 1-3% on invoice price equals 25% on sales.
50% on invoice price equals 33 1-3% on sales.
100% on invoice price equals 50% on sales.

These figures show that if you buy an article for $1 and sell it for $2, you make a gross profit of 50 per cent.

Don't forget we are figuring profits on sales. The sale price of the article is $2, your gross profit or advance on invoice price is $1 which is 50 per cent. of $2, your selling price. The gross profit therefore is 50 per cent.

A simple method to ascertain the gross per cent. of profit which you are making on any article is as follows:

Subtract the invoice price from the selling price, add two zeros to the difference and divide it by the selling price, adding two additional zeros if necessary to obtain fractions of 1 per cent. Example:

Selling price.....$6.00
Invoice price 4.00

$2.00 = 33 1-3 per cent. of selling or 50 per cent. on invoice price.

Add two zeros and divide difference by selling price (2 additional zeros to obtain fraction of 1 per cent.)

600)2000000(3333=33 1-3%
1800
2000
1800
2000
1800
2000
1800

Your expenses are 25 per cent. of selling price, the difference between 25 per cent. and 33 1-3 per cent.=8 1-3 per cent., is your net profit.

You cannot go wrong if you use this system for figuring profits.

If you wish to obtain a certain fixed gross profit, use the following system:

Deduct the desired gross profit, say 33 1-3 per cent. of selling price from 100 per cent., and divide difference, 66 2-3 per cent., into invoice price, this will give you the percentage you require.

Example:

Gross profit desired 33 1-3 (of selling price, equal to 50 per cent. advance on invoice price).

Cost of article $4.

Divide by 66 2-3 per cent. (100 per cent. less 33 1-3 per cent.)

$4, adding 2 zeros, is divided by 66.66, which equals $6. $6 is your selling price.

Article cost $4. Sell at $6. Difference $2, is 33 1-3 per cent. of $6.

You should know the per cent cost of your pay roll, rent, etc., so that you can endeavor to reduce the per cent. expenses each year. That is one of the satisfactory features of merchandizing. It also shows you the items of expense which are too high and allows you to make efforts to reduce them. It helps you to stop the leaks. For the average retail business I would classify expenses as follows, giving amount of and per cent. of each expense.

These will vary with different classes of business, and are only approximate, but they will serve the purpose of explaining this very important feature in connection with knowing your business.

Per Cent. Cost of Business of $24,000.

Rent	$ 960	4 per cent.
Pay Roll	2,880	12 "
Advertising	240	1 "
Light, Heat and Insurance	240	1 "
Freight and Express	480	2 "
Depreciation	240	1 "
General—Stationery Paper Twine Delivery		
Interest	240	1 "

50 per cent. advance on invoice or purchase price of
$16,000
8,000 equal to 33 1-3 per cent. of
$24,000 selling price.

Invoice price of goods purchased..$16,000
Expenses.. 6,000
$22,000
Net profit.. 2,000=to 8 1-3%
Volume..$24,000

If you own your own store, you are entitled to pay yourself rental. If you did not occupy it yourself you would be receiving rent from someone else.

Do not forget to charge your own salary, or drawings, to pay roll. This applies also to any of your family who may be working in the store. If you do not have them it would be necessary to engage other help.

You are entitled to 7 per cent. interest on the money you have invested in the business.

Do not overlook writing an adequate per cent. off your fixtures every year.

Your purchases for one year are $16,000, which you sell for $24,000, an advance of 50 per cent. on invoice price and showing a gross profit of 33 1-3 per cent., or $8,000. You pay $16,000 for merchandise to which you add $6,000 cost of doing business = $22,000, which gives you total cost. That leaves $2,000 as your net profit, which amounts to 8 1-3 per cent. on your volume of total sales.

If your profit is to come out of the selling price it is plain that profit percentages must be figured on the selling price. You don't make profit on your cost, but on the money you take in. Don't forget that.

The secrets of successful merchandizing are knowledge of figuring costs and profits, service, merchandise and advertising.

If your margin of profit is not sufficient to cover expenses and give you a fair net profit, you must increase your volume without increasing your expenses, or increase your margin of profit, or decrease your expenses.

Taking cash discounts means added profits. An average of 3 per cent. on purchases of $16,000 means $480.

Analyze your sales and be sure that too much merchandise is not being sold at a close margin.

Your total expenses come out of your selling price, not your invoice price.

You cannot make a profit until the article is sold.

See that your annual statement shows your actual position. Do not adjust the figures to make you believe you have made a profit, when you have made a loss. Face the facts and see that conditions are remedied so as to permit of a satisfactory showing in figures.

Keep pace with changing conditions. Read your trade journals. They contain much information by experts of vital interest to all retailers.

Do not try to keep the details of your business in your head. Keep proper records. You cannot afford to forget or do any guessing.

You must know the facts.

Your business must be properly systematized so that you will know which departments are paying you and which are losing money.

You must know which articles are the dead ones, what expenses are climbing up, what clerks are producing the most profitable business for you.

If you are in touch with all these details and your expenses are not too large for your volume, you will not have to lay awake nights worrying about paying your bills.

Keeping books is necessary for two reasons; first to show how your business is getting along—the progress of your business—and second, how much your business is worth—the actual condition of your business.

Merchants should make a practice of going over their stocks at least once every two weeks.

System is only one of the investments of success, and the information it gives should be used to the best effect.

The oftener you buy and sell the more money you make, provided you sell frequently enough not to require additional investment.

Place the goods which you sell most frequently in the most convenient place on the shelves. It allows you to make the most sales at the least expense.

Being business-like is an asset that a retail merchant cannot value too highly. Give prompt attention to correspondence and bills when due.

Advertising is a force in creating demand. See that your copy is of the pulling kind. It pays to give it careful thought and study.

Keeping your stock down and your sales up without increasing your expenses in proportion to your increased sales is what makes for maximum profits.

You can't pay bills on imaginary profits; the sales must be made and cash received before you can remit for goods purchased.

Watch for leaks, avoid overbuying and always keep planning for increased business.

When you place your orders for future delivery, do so intelligently, based on previous sales.

Do not buy automobiles with the extra profits made during abnormal years. Invest your additional profits so that you will have a reserve to fall back on during periods of depression.

Modern merchandizing means getting face to face with your competitors and the people from whom you are purchasing goods. Promote community work in your town.

Continued on page 57

NECKWEAR

FUTURE OF NECKWEAR UNCERTAIN

Supplies of Silk Greatly Reduced—May be Still More Reduced for 1919—Range of Patterns More Limited Than Ever and Prices Higher—Early Buying Seems Good Business.

THAT such should be the case is strange, but retailers are apparently not heavily stocked in neckwear at the present time. For a good many months now they have been advised on every hand that neckwear is steadily going up in price and down in quality. Nevertheless the feeling in the trade has evidently been that these warnings of further advances were the result of unnecessary fears and that, as

Jacquard weave check—appropriate for Christmas and holiday trade from the range of Tooke Bros.

the season came around, there would be plenty of neckwear for the retail trade at a very favorable price.

Now the actual situation is beginning to come home to merchants, and—speaking generally—they are finding themselves with very small stock on hand at the commencement of this season.

Many merchants indeed are finding it necessary to hurry deliveries of what they have already ordered for fall. The neckwear sales in retail stores have, on the whole, kept up well the summer through, and to replace the depleted stocks manufacturers are being wired to send on goods ordered for later delivery.

Hurry Up Calls

One manufacturer received, the middle of September, a wire calling for immediate delivery of goods which were originally ordered to be shipped on November 1st.

Another retailer wired about the same time calling for goods which had been ordered for October 15th.

This would be a very healthy sign under ordinary conditions, but in view of the uncertainty as to the future it is less pleasing—it goes to indicate the lowness of stock in the retail store, which is not altogether satisfactory in view of the condition.

At the present time, six dollar neckwear is about the lowest to be seen in the trade, and it is learned on every side that this range will have to be cancelled very shortly, well before Christmas. Practically at the present time the seven dollar and one-half range is the lowest in which a wide variety of patterns is shown.

Not only are the goods going up in price at the moment but they are scarce right now. One manufacturer is contemplating taking travellers off the road because the output of the factory is taken up till the middle of February. One special product, which this firm features has to be taken off the market at once because the machines used on this are fully occupied until the end of the year.

Cannot Expand

Under ordinary circumstances, of course, this manufacturer would put in more machines to look after the growing business. At present he is unable to do this because the machines are exceedingly difficult to procure, and because the operators are equally scarce. Then there is a danger in putting in machines of this kind because of the possibility that the raw material which would enable their being kept busy will not be available.

Another manufacturer will, if he sells as much during the balance of the year as he did in the same period last year—and the experience of the early months makes this seem likely—find all silk used up, and every bit of silk on order, but which has not yet come to hand, used up.

When stated in figures the demand for silk is about two hundred per cent of normal, and the production market about 40 per cent, of normal.

The bigger demand of course is the

A Printed Satin Cravat from the Range of Tooke Bros.

result of foreign goods being off the market. The reduced production is due to many causes, to the taking over by the United States Government of many looms, to the effect of labor scarcity on machine parts; to the scarcity of labor for looms.

The Canadian manufacturers supplying the retail trade with neckwear, find themselves almost entirely dependent on the New York market, and have to pay high prices for what is secured.

Old Patterns Turn Up Again

The presence of old patterns at advanced figures on the market and the near necessity of buying these in order to keep anything like a normal output of ties, is embarrassing to manufacturers.

Take one illustration to show how such embarrassments may occur. A certain merchant in Ottawa has bought a certain class of tie, calling for delivery of this in February next. He was the forehanded man—got his order in and got it accepted. The manufacturer will deliver this. At the same time, if he buys some of the silks which are now being shown him by the mills, he will have in his range—to show other merchants in Ottawa—neckwear made of the same silk only which has to sell at a much higher price than that which the fore-handed merchant paid. Such a method of marketing his goods might, the manufacturer fears — and it would seem with some reason—make enemies for his house. Yet, under existing conditions, it is difficult to avoid just such occurrences.

The neckwear situation is serious.

A Chance To Lay In Stocks

MEN'S WEAR REVIEW never has advocated laying in stocks of goods where the purchase of these would embarrass a merchant financially. If, however, a merchant is in a position to lay in a reasonable supply of neckwear it would seem that he has an opportunity of providing for his needs and of making sure of the best patterns which will be shown for some time as well as the best prices by buying at once.

What is going to happen to the neckwear industry in 1919 is very much a question. Manufacturers do not know. They are dependent upon the mills to turn out the silks and the mills do not know where they stand. There is a possibility that the United States Government will take over more and more of the looms which have, in the past, been working on neckwear silk. There is a possibility that this industry will be considered a non-essential industry and that coal and power will be denied—or the quantity greatly restricted—so that the output of the mils will fall still lower than it is at present. This, of course, will simply mean that the Canadian neckwear manufacturers will be hard put to it to secure the necessary silks.

Prices Sure To Be Higher

The great probability is that such a serious state of affairs will not come to pass. The mills, in spite of all their troubles, will get out a fair supply and the Canadian manufacturers will be able to produce enough to take care of the demand, which after all—considered in dozens and not in dollars—is lower than it was in 1917 and much lower than in 1915 and 1916. Nevertheless there are going to be difficulties in production, and prices seem absolutely certain to be higher and qualities lower.

Just one little instance of the kind of thing which makes production difficult and deliveries sometimes slow may be given here. A manufacturer wanted his machines gone over by an expert. He put in a request for the expert's inspection and three weeks later the man came. Under ordinary circumstances the machines would have been overhauled almost the same day that the request was made. Now, however, labor is so scarce that this prompt service is impossible.

One of New Patterns by King Neckwear & Suspender Co.

The continued advance in prices is to be explained in many ways. An instance of some goods which came from England illustrates one reason. These goods—which formed a parcel smaller in size than a steamer trunk—cost the manufacturer £776, entirely aside from freight charges there were other charges of £579 against the shipment, export fees, insurance, exchange, etc.

Swiss Silk Arrives

A bright note is given the neckwear situation by the unexpected arrival of a sizeable shipment of Swiss silks. These have been on order for over 2 years but came to hand most opportunely. These were expected for Christmas, 1916, and will make wonderful values for Christmas, 1918.

While this shipment is of good size, however, and while it was secured at very favorable figures all things being considered, it will yet be too small to bring any appreciable general relief. Most of this silk is in the form of mufflers and its unexpected arrival necessitates a slight revision in what was said in MEN'S WEAR REVIEW, September issue, about the scarcity of flat silk mufflers for the coming season. Nevertheless there will be a shortage of this class of goods, if the sorting orders are anything like normal. It would seem the part of wisdom for retailers to estimate what they will need of this line and make sure they have their wants covered. The early bird will get the product of the silk worm.

HOOK-ON TIES IN BIGGER DEMAND

This About the Only Style of 25c Tie Which is Now Available—Need of Economizing Has Caused Number to Turn Toward This Model.

HOOK-ON knots and hook-on bows are more in demand at the present time than for years.

In days like these, when the automobile is bringing the farmers to the city, letting them see the latest styles, and when the moving picture is exerting its influence to educate all and sundry as to what is smart in dress, it seems almost surprising that these hook-on ties are gaining in favor. The need of thrift, however, is undoubtedly the reason. The large gain in orders is from the stores doing business with the well-to-do and with some working people as well. In former days such stores as these would have a few of these hook-on ties available, so that needs of inquiring customers could be looked after. A dozen such ties would, however, go a long way. Now it is noted by manufacturers that these stores are ordering hook-on ties in five and even ten dozen lots, and they order them much more frequently than they ordered the smaller quantity a few years ago.

Why Tie Has Friends

It would seem that many workers want this tie. It has the advantage that it is very easily put on, and for people who have to get to work at 7 o'clock, and who often rush through their breakfast in consequence, is convenient. The tie is popular with many boys, but the big demand is from the worker and from men who are economizing at the present time.

We hear a great deal about the munition worker—the man who is getting some $40 to $60 a week, yet when we stop to think we all know that there are many workers still living on sums ranging from $12 to $20 per week. Some

men are bringing up families on this and in consequence have to watch expenditure very closely. With such the 25c tie is a necessity—if a tie is a necessity at all—and as the 25c four-in-hand is not available there has been a considerable turning apparently towards the hook-on.

Demand Has Caught Up

Hook-on ties of course are made of scraps that are left in cutting the regular cravat. Ordinarily the supply exceeded the demand, in consequence prices have been very low—have been quoted down to $1 a dozen. The hook-on tie has been merely a means of saving a waste. There is a lot of labor in it, but the manufacturer could get back more than he spent for the labor, and could get a little for the silk scraps by selling them in the hook-on ties.

Now the demand has caught up with the supply—is almost in excess of this. This, and the higher prices of silks, have forced the price up considerably, but this is a tie which still can be retailed advantageously at 25c.

It seems at the moment that there is going to be a scarcity of these ties. Manufacturers of course will only use scrap to make up these, and with a decreased number of cravats going through the factory—which of course is the case in very many of these—the scrap available is not sufficient to meet the big demand.

SPECIAL HOLIDAY BOXES SCARCE

Illustrations for Tops Excluded From Canada by Recent Government Embargo, Hence Supply Available Small

SPECIAL holiday boxes are going to be exceedingly scarce this year. Merchants who feel they must have these in order to make the most of their Christmas shopping should get in touch with their neckwear manufacturer, with their suspender manufacturer, glove and shirt manufacturers, etc., at the earliest possible moment.

The scarcity of boxes is the result of the Government's recent embargo against certain importations. When merchants saw, among the goods which could not be brought into Canada while these regulations held, the word "Chromos" he did not probably think that this would in any way affect his business. Nevertheless, the illustrations which appear on the top of handkerchief, neckwear, suspender, shirts and other fancy boxes are classified as "chromos." In good time the box manufacturer submits samples of the various illustrations to the manufacturers from whom he expects fancy box orders. The manufacturer plans his order for the tops he particularly likes, and then the box maker sends his order for the "Chromos" or box top illustrations, to the makers of these in the States.

This year, owing to the Government's restrictions as has been said, the illustrations for these boxes are not able to come through, hence the shortage.

Last year boxes were scarce largely because of the scarcity of labor and the scarcity of paper. Unfortunately therefore manufacturers did not carry many over. Some carried a few thousand boxes which they have available for this year. Some ordered their boxes very early and took delivery of these early—before the embargo on the "Chromos" entirely cut off the supply of box tops. This relieves the situation to some extent, but generally speaking special Christmas boxes are exceedingly scarce, and should, if needed, be ordered early. It is another case of the early bird being the one who will get the worm.

There is a diminished call for special Christmas boxes noted. A good many merchants seem to feel that they can get better merchandise outside of these, even where they pay for the box.

RAISE THE LUXURY LINE

Proposers of Luxury Tax in U.S.A. Decide a $2.00 Shirt is Not a Luxury, and Place $50.00 as Mark for a Suit

THE proposed United States luxury tax and the possible introduction of a similar measure in Canada is given a new turn by some changes made across the line in the outlining of what is a luxury. There has been a revision upward. Evidently the framers of the proposal, which is now before Congress, have been made acquainted with many new facts, and are now able to understand that socks costing more than 35c are not necessarily luxuries; that the $30.00 mark is not the line of demarcation between a suit that is necessary and one that is a luxury.

Now the proposed tax of practically 20 per cent. will, if this luxury law passes, be imposed, as far as men's wear lines go, about as follows:

Trunks, over $50.
Valises, travelling bags, over $25.
Purses, handbags, over $7.50.
Umbrellas, sunshades, over $4.
Housecoats, smoking jackets, etc., over $7.50.
Men's waistcoats, over $5.
Men's suits, if not uniforms, over $50.
Men's hats, over $5.
Men's caps, over $2.
All shoes, over $10.
Neckties, over $2.
Men's silk stockings, over $1.
Women's silk stockings, over $2.
Men's shirts, over $3.
All pyjamas, nightgowns and underwear, over $6.
Kimonos, petticoats and waists, over $15.

There are other taxes proposed on what may be regarded as a luxury in some cases, and not in others, about as follows:

Freight transportation charges will bear a 3 per cent. tax, later included in the price of freighted articles to the consumer. Transportation of persons will bear what amounts to 8 per cent. tax. Telegrams, radio or telephone messages carry a 5 per cent. tax between 14 and 50 cents, and a 10 cent tax if the cost is greater.

Upon every parcel or package transported from one point in the United States to another by parcel post on which the postage amounts to 25c or more, a tax of 1 per cent. for each 25c or fraction thereof, shall be charged for transportation and paid by the consignor. No package will be accepted for transportation until the tax stamp has been affixed.

In the United States there is a feeling that this bill, dealing with luxuries and so-called luxuries, will be greatly changed before it is passed. Canadian merchants will watch its progress with interest. A similar law proposed and introduced into Canada would be of great moment, though not necessarily harmful to the trade.

FIGURES VITAL TO BUSINESS SUCCESS OUTLINED

(Continued from page 54)

Goodwill is something which cannot be created in twelve months. It is the result of a reputation for fair dealing, service and good merchandise at fair prices, covering a period of many years.

Inventory your stock at its proper valuation. Do not inventory goods at invoice price if they are worth only half what you paid for them.

I will conclude my talk to you by recommending that you give every consideration to the man who calls upon you to sell you goods. Do not make appointments unless you intend to keep them. Remember that the goods which salesmen have to sell are what keeps you in business. Realize that his time matches yours. If he is to be successful as a salesman he must cover his territory without loss of time. Help him to do this and you will be carrying out one of the essentials of a progressive and respected merchant.

Keep in mind that well known manufacturers and wholesalers always endeavor to give you 100 cents worth of goods for a dollar. It is only by methods of this kind that large successful companies can be built up. Do not work along the lines that the firm from whom you are purchasing are trying to match their wits against yours to take advantage of you. Have confidence in the men you are dealing with and you will be broader as a man, stronger as a merchant, and you will be doing your part in the commercial life of your community and of our country.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, September 25.—Early reports on price-fixing contained the information that President Wilson had intimated that he would set a price on cotton; later this was denied. The latest report given out from Washington is to the effect that two committees are to be appointed: one to make a thorough investigation of the general cotton situation, and the other to regulate purchases for this and Allied Governments. Some reports of a cotton famine are going the rounds, and arguments on price-fixing are also heard on all sides.

Another slight advance in shirts is reported for Fall orders, amounting to about 50c per dozen. New prices are now out for Spring, and with the exception of silk, quotations do not show as heavy an increase as had been looked for. Silk shirts have suffered a very heavy advance, and some consider the present basis prohibitive.

Men's shirtings are being bought to meet a demand for boys' blouses which has developed. Some members of the trade have met with remarkable success in high-priced lines, and this is further borne out by the fact that blouses costing $30 were turned out by some manufacturers last year.

Cloth for civilian clothing is off the looms for an indefinite period in the United States. Stocks held are considered sufficient for at least a year, and the woollens section of War Board do not include civilians in the program in their latest demands on the mills. Stocks held locally are very good also, and some exceptionally good samples are being shown from recent shipments.

Stocks of popular-priced silks in neckwear manufacturers' hands are becoming pretty well cleaned up, and the opportunity for replacement practically nil. The retail trade as a whole is fairly well supplied with 75c and $1 lines, but the standard will have to be raised for next year unless some improvement, not now apparent, develops.

Retailers show a disposition to buy hats for Spring very carefully. Prices are high, and some seem to feel that the consumer has just about reached the limit he will pay. Some sources report samples and prices on Italian hats withdrawn, reason not given out.

COTTON CONTROL COMING

Price-Fixing Seems Somewhat Nearer—Distribution to be Controlled—Mills Sold Up for Spring

COTTON.—In the raw cotton field the situation has been unsettled as the result of various rumors as to the intention of the U. S. Government to fix prices, one suggestion being as low as 25 cents, or 7 to 8 cents below the present market price. Another gave the intention of the Allies to fix the price of the portion of the new crop they were to buy at 40 cents, a wide enough margin, surely. Then came the announcement that the Allies would take 50 per cent. of the new crop, which had a firming effect on prices. With the violent fluctuations that the market has seen in the last couple of years it would have a beneficial effect on the industry to have some stabilizing influence at work, for without the uncertainties of the price of raw cotton, which restricts contracts being made for any length of time ahead, the mills have enough troubles all their own to contend with.

The report a couple of days ago that a price would be fixed for cotton and that the government would also take control of its distribution caused great excitement and heavy selling on the cotton market the day following. October contracts opened up 140 points under the closing price of the previous day, and before long a decline of 150 points, or $7.50 a bale was registered. October sold down to 31.20c, as compared with 37.25c on September 3, the highest price for futures in the history of the exchange. As against this top price this quotation represents a decline of more than six cents a pound.

One authority in the United States in reviewing the cotton situation stated that he believed the outlook the most serious in history. It is intimated that in a recent conference with President Wilson this authority produced figures showing the consumption of cotton exceeded production by more than 7,000,000 bales during the past three years and stated that the world was on the verge of the greatest cotton famine since the Civil War. It is quite possible that this has been a factor in above announcement that control of distribution is likely to be undertaken.

Prices on underwear and hosiery for Spring issued during the past couple of months have been withdrawn by some of the mills who report their entire output sold up. These further intimate that they may be unable to take care of the volume of business offered and supplies will be allocated in the fairest and best possible way. Government contracts for denims are now going through the mills which means overall manufacturers may be further delayed in securing material to complete their contracts. In fact it is intimated that some grades of materials are not procurable and the range has of necessity been narrowed. Prices are being quoted on an immediate delivery basis, January 1 and March 1 delivery. Beyond that the outlook is too uncertain.

Primary markets are interesting on raw cotton inasmuch as the highest on record on the cotton exchange since its establishment forty years ago have been reached during the past month. On August 23 October actually sold at 34.90 cents, forty points over highest record ever made before by any contract for future delivery. On April 4 last 34.50 was paid for May contract but prices broke almost immediately after. On the publication of the government crop report for August on September 3 prices again reached new high levels, October

selling up to 37.25 cents and December contracts at 36.50, though some reaction followed later in the day. A cotton crop of 11,370,000 bales is forecast, the smallest since 1909.

From the Old Country advice has come to hand that mills there are working about one-third time on cotton goods and were full time operation allowed the available supply would be used up in a couple of weeks' time.

It has been intimated also that an advance of 10 per cent. went into effect for all the operatives a month or so ago following a similar one made in April, so this has added materially to the cost of the manufactured fabrics.

HEAVY WAR ORDERS

Government Orders for Khaki Coming in Good Volume—Canadian Exports Proceeding Favorably

WOOL.—Reports from the woolen mills state that they are well loaded with government orders for khaki, something that they have not had to any extent for over a year. Some of them were just finishing orders from the United States for blankets, but the most had to refuse these owing chiefly to lack of labor, for in the case of pressing war orders domestic business must give way. The khaki orders, it is understood, cover practically all the woolen mills in Canada, and the most of them have been compelled to give up nearly all their domestic business, while others are furnishing only a tithe of what they did before.

A special arrangement has been made for the production of the khaki, by which shipments of wool are made from England, whence it has been impossible to obtain anything in this line for a long time. This wool comes over by permission of the British government which controls the whole clip, both there and in Australia. The latter country and New Zealand are sending over irregular shipments of wool, sometimes well up to expectations, usually far below these, but the reports agree that both the woolen and knit goods mills have a fair supply of wool on hand for their requirements.

Latest reports indicate that the export of Canadian wool to United States markets is proceeding satisfactorily, well over 1,000,000 pounds already having been shipped. A very active demand for domestic wool occurred early in the season before the arrival of Australian wool, and the supply distributed did much to relieve the situation then. When the Australian product began to arrive in large quantities there was a disposition to hold off from buying the Canadian wool. At present there appears to be fair assurance that the entire allocation of 45,000 bales will be delivered on schedule time, as more than 30,000 bales are already delivered or en route. All wool shipped to the United States is meeting with a ready sale. Canadian manufacturers are now fairly well supplied with raw material, and in most cases have enough to last until the end of this year.

It is understood that in the United States at the present time there is no free wool available for civilian consumption. Wool must be imported to meet government requirements and until importations are such that a surplus is reported no plans can be made for civilian needs. This may be reflected here but stocks generally are considered fairly satisfactory. There is lots of cloth although it is not all desirable by any means.

It is intimated that very little in Spring clothes has yet been offered. Wherever woolens have been offered prices show up much higher than a year ago, but dealers show a disposition to buy. This is especially true of any fancy lines, the market apparently being pretty bare of desirable pieces. Men's blue serges show an advance of over 25 per cent. since May of this year—a pretty substantial gain and a fair criterion of the market to-day.

Fall and Winter shipments of underwear and hosiery have been very largely completed and mills report very satisfactory results in this connection. Spring business is being solicited and orders are being placed by dealers very freely. In fact it is intimated that orders, when assembled, may have to be cut down somewhat.

CLOTHING

Some Arrivals From England Show Class—Civilian Needs Not Being Considered

CLOTHING.—Shipments of serges, broadcloths and other mighty desirable cloths from England have arrived, and the range being shown by some wholesalers is very desirable. Prices are unquestionably high, but sales are being effected easily, retailers showing a marked preference for the high grade goods.

The Woolens' Section of the War Industries Board in the United States has issued a statement that there is at the present time no free wool available for civilian consumption. It further renewed its warning that there must be conservation of wool and all things made of wool to prevent serious shortage and real distress for a long time to come. This warning applies particularly to the use of cloth and clothing now made up which will be difficult of renewal when the present stocks are exhausted.

The announcement from the Woolen Section Explanatory in itself is given hereith:

"The public statement of the acting Quartermaster-General, in which he has disclosed the wool requirements for the government for the period July 1, 1918, to July 1, 1919, brings many inquiries as to what wool may be available for civilian consumption. It may now be definitely stated that at present there is no wool available for civilian allocation. The acting Quartermaster-General discloses the fact that a large quantity of wool must be imported to meet military necessities, and until such importations have been made in amount to cover Government needs, a programme for future civilian consumption cannot be undertaken at this time. However, in order that the woolen industry may have the closest touch with the situation, and in order that everyone concerned may be assured that careful consideration is being given the needs of the industry by men from the industry, the textile division of the War Industries Board has requested the advisory committee of the war service committee of the wool manufacturing industry to act in a similar capacity to the woolen section of the War Industries Board, and a meeting will be held September 25.

"Conservation of wool and all of the things made of wool cannot be too strongly urged and emphasis cannot be too often repeated.

"The Woolens Section has already gone on record that if careful buying and intelligent planning in buying and using articles of wool is seriously undertaken by the people of this country, they may safeguard themselves from real distress through a wool shortage for a long time to come."

No actual suffering owing to shortage of available stocks is reported locally and manufacturers of ready-made clothing now have their salesmen out on their Spring selling trips. The range of goods being shown is good and stocks of cloth available will take care of orders expected. Clothing is again higher but manufacturers intimate that the advances are by no means proportionate with existing markets on cloth.

OVERALLS SELLING

Manufacturers Experience Little Difficulty Selling All They Can Make—Some Lines Off Market

OVERALLS.—Manufacturers intimate that whereas prices are high, they are having little or no difficulty in disposing of any supplies they have to offer. Orders are now being taken on the basis of immediate delivery, some manufacturers showing a different scale of prices for each delivery date.

The question of futures is one wrought with uncertainty. The government has become a big buyer of denim, orders for the United States Government being executed and the scarcity of cloth in general are factors which are almost sure to slow up deliveries to domestic trade. Some lines are unobtainable at all and manufacturers consequently have been compelled to narrow the range of lines they are showing. This is perhaps no more in evidence than in denims which show a big reduction in the range now offered and a big advance in the remaining lines. One number in going up about 30 per cent. over opening prices for Fall made it in two jumps—20 per cent. and less than 10 per cent., another 15 per cent. and now 15 per cent. again. One manufacturer who handled around thirty lines has cut them in half.

NECKWEAR

Cheaper Lines Passing—Higher Priced Lines in Very Good Demand and in Good Supply

NECKWEAR.—The wise man bought early and heavily of the popular priced lines and will be in an admirable position to take care of Fall and Christmas trading. To those now looking for dollar neckwear and less, it may be said these are very hard to get, and will be even more difficult to procure in the next few months.

The mills in the United States, Canada's principal source of supply to-day, are engaged in turning out dollar neckwear for their trade. By the time this is brought to Canada, duty, transportation and exchange added, it must sell at $1.25 at least, and more likely $1.50. The mills are not anxious to change their looms over to take over other business, and for that reason the day of the popular priced ties nears an end. The consumer will be able to buy some 75c and $1.00 neckwear for a few months yet quite likely but the merchant will not be able to replace these lines at anything like the price.

The higher priced lines are very popular, however, and stocks of these generally are very good. Heavy shipments from overseas—some of them unexpected—have come through and provided neckwear manufacturers with a fine range and ample supplies. Prices run from $16.50 up on these.

HATS AND CAPS

Orders for Spring Now Being Solicited—Retailers Buying Carefully—High Priced Hats Best Value

HATS AND CAPS.—Orders for Spring are now being aggressively sought by the salesmen of the various jobbers and manufacturers. Retailers as a whole are buying carefully. They seem to see in present high prices a swinging off from the number of dozens formerly sold to their customers. Whereas a bill of goods in dollars and cents may represent the same total, the difference in value now and a couple of years ago means a big falling off in dozens. This is not a new development. It has been apparent during the past couple of years to a considerable extent, but according to some sources seems rather accentuated in their placing for Spring.

The cheapest felt now being offered in some sources is $36.00, and whereas the better grades range up to around $60.00 the feeling prevails that these represent the better value. A push on the high priced lines may well bring the desirable class of trade every merchant wants. An $8.00 hat to-day may represent more than the $3.00 difference with a $5.00 hat when the question of serviceability is fully considered. The consumer, in having to pay a high price, comparatively, for the average hat is not unlikely to be a buyer for the best line when comparisons are made.

It is reported in some sources that prices and samples of Italian hats have been withdrawn till further notice. These had been coming along in fair quantities, and the reason for this action was unexplained.

SHIRTS

Another Shirt Advance All Around for Fall, 1919—Spring Prices on Silks Show Stiff Advance

SHIRTS.—Another advance in prices for Spring has been made, amounting roughly to about 50c per dozen. With silks, the advances are much heavier. There will be a few—but very few—shirts offered at less than $16.50 per dozen. This price seems to start the majority of manufacturers on their range. Silk shirts at $80.00 show an extremely heavy jump and whether these will sell at this price remains to be seen. There is some talk in the United States that mercerized cotton will pass into the discard. It is an unessential process, takes time and labor and for these reasons may be dispensed with. This possibility provides an uncertain element in the situation as it applies to this line.

There is some talk, too, of the Government taking over the acids used for bleaching, or probably 70 per cent. This would mean a decided reduction in the amount available for commercial purposes and may mean that the cotton shirt still in the grey will of necessity become the favorite. This is only a side issue and may mean much or little—it is really just a disturbing element in the trade at present.

The situation in boys' blouses is of interest. These are being quoted at $9.00, $10.50 and $12.00 and the high prices are not exerting any appreciable effect on the demand. As a matter of fact, boys' blouses sold up as high as $30.00 for this Fall and may do so again for Spring. There is some enquiry for blouses made from men's shirtings being heard, the claim being put forth that blouses offered are not equal to requirements of some classes of trade.

As far as Spring shipments of shirts are concerned, manufacturers are pretty well covered, it is indicated, but beyond that they will not commit themselves. It is true the retail trade have really felt the pinch from shortage of merchandise comparatively little. Shipments have been forthcoming and only the best is hoped for for the future, but goods are scarce and harder to get. The manufacturer is fighting hard to secure materials to work with and when the completed article is offered to the retailer, he can figure he's pretty fortunate to get it.

A MANUFACTURER'S BIT

To A. M. Hobberlin, of the House of Hobberlin, Toronto, goes much of the credit for Toronto's wonderfully successful Sailors' Week Campaign. Mr. Hobberlin was chairman of the Toronto committee.

MOVE TORONTO SHOW ROOMS

Tooke Bros. Toronto branch have removed from their old quarters in the Empire Bldg. to the opposite side of the street in the Canada Cloak Bldg., 63 Wellington street W., where they have fitted up a large flat comprising 14,000 square feet and are carrying stock for immediate delivery. The place has been tastefully fitted up and is one of the most modern showrooms in Canada.

MANY TOUCHES MAKE FEW POCKETS NECESSARY

With the war tax, the super tax, and other taxes too numerous to mention in vogue these days, and the government's order to conserve cloth and man-power, the one-pocket suit not only fills all needs, but has many advantages, according to Harry Le Claire, of Pontiac, Mich., a clothing designer, who was at the Majestic Hotel yesterday. He wore one of his latest models.

The only pocket in his entire suit is on the right hip. It is large and roomy and, according to the owner, fills all the needs.

"After remaining in New York one day," said Mr. Le Claire, "I could get along famously with just one vest pocket. And then there are the conveniences of not having to search through all of one's pockets for valuable papers or coins. The average man uses only about three pockets, anyway, and in these days of conservation, certainly he can get along with one."—New York Herald.

BOOKLET ON ADVERTISING

Retail merchants and others interested in advertising may have for the asking a booklet recently issued by the National Educational Committee of the Associated Advertising Clubs of the World, "The Foot Rule of Successful Retail Advertising," along with a bulletin telling how this booklet has been used as the basis for study courses in local advertising clubs, states an announcement from the office of the Associated Clubs.

The advertising association, which embraces more than 150 local advertising clubs, is actively engaged in the promotion of better advertising, seeking improvement along the line of greater skill on the part of the advertiser as well as endeavoring to stamp all fraud out of advertising.

This "Foot Rule" booklet, it is announced, is a most practical little treatise on retail advertising, and is proving to be a distinct help to local advertising clubs that are making it a basis for a series of meetings for the study of advertising.

Requests may be addressed to Noble T. Praigg, secretary of the National Educational Committee, Associated Advertising Clubs, Merchants Bank Bldg., Indianapolis, Ind.

SUITS $100—IS THIS A COMING PRICE?

Poorness of Lower Grade Cloths Forces Manufacturers to Make Up Higher and Higher Priced Clothing—Some Instances—How About Hidden Woollen Supplies?

ARE $100 suits and overcoats coming?

The rumor has gone out that some of the big stores in Canada—the stores which retail merchants have to watch very closely—are purchasing goods at prices which will necessitate retailing during fall of 1919 at practically $100 for suit, and the same for overcoat.

With a view to learning the probability of such prices becoming general—also to the end of learning what justification there is for the statement made by a Canadian merchant before the United States Clothiers' Association to the effect that there is enough wool in Canada to last the trade for three years, MEN'S WEAR REVIEW has made a careful investigation.

Near Century Price

Overcoatings, it seems certain, and suits, too, will sell as high as $100 during 1919. This, of course, does not mean that all models will fetch any such price, but the tendency is sharply upwards and even this fall the retailing price will be much higher than in the past; while for spring merchants, especially in Western Canada, will be getting nearer the century mark.

Already travellers on the road with spring ranges are sending in orders for stock suits—orders calling for wholesale prices of from $52.50 to $59.00. Adding the necessary charges to suits bought at this price will certainly shove the retail price up towards the $100 mark.

In special measure lines orders are now being received for suits calling for a wholesale price of $65.00. Many merchants, of course, are able to take a much narrower margin of profit on special measure suits than would be possible on stock. There is a comparatively small investment and the turnover is quick; but in spite of these advantages when a suit costs $65.00 from the manufacturer it is going to be within hailing distance of the century mark when it is disposed of to the store customer.

Hundred Dollar Overcoat Already

In overcoats prices both both of overcoatings proper and of the linings are so high that figures in excess of $100 will have to be asked for some of the models now being shown by manufacturers. One firm, for instance, is showing a model—and receiving very good orders for it too—which sells to the trade at $75.00. It is a model of a line to be carried in stock.

A young man's ulsterette, one of the new models shown by Randall & Johnston.

These, of course, are rather exceptional cases which have been quoted, but it may be generally stated that the tendency is steadily upwards. In view of the existing cloth situation there can be no other tendency, at least until after the war; and it is far from certain if prices will fall very sharply even then.

With cloths high, and trimmings high, more and more the tendency is to discontinue the manufacture of low priced suits. Value is almost impossible to give in these suits, except by the use of goods bought long ago on a very favorable market.

How the Manufacturers Figure

Just how it is next thing to impossible to give good value in cheap suits may be indicated from a consideration of one cloth, a cloth which, before the war, used to sell for a shilling or two a yard and which now is being offered the manufacturers at $3.00 per yard. With goods at $3.00 per yard the present price of making and trimming a suit has to be a rather costly one, and manufacturers are figuring that the wear is not in this cloth and that they would do much better to put more money into the cloth, the same money into linings and workmanship, and sell a suit for more money but which will give a real measure of satisfaction to the ultimate purchaser.

Another instance of the advance in cloths is that of heavy overcoatings made by O'Brien's of Cork. The last of these goods received direct from O'Brien's was at 10s 9d per yard. Now some is being offered through Huddersfield agents at 27s 9d per yard. This, moreover, is only 28 lb. overcoating.

No Three Years' Supply

As regards the presence in Canada of large hidden supplies of wool, enough to provide the trade for three years even if no more cloth came through from England or from the Canadian mills, it can be said that the facts do not seem to justify any such estimate.

Canada, as MEN'S WEAR REVIEW has pointed out before, has been, and is, in an exceedingly fortunate situation. Perhaps there is as plentiful a supply of cloth here as in any part of the world to-day. It is not necessary to go into all the reasons for this. Manufacturers, when war was declared, became fearful of not getting the cloths they required and so ordered double quantities, believing the orders would be cut down. Instead of this the English mills filled the orders and the Canadians never faltered but took delivery. Moreover, the taking of so many troops from Canada has meant a great many bottoms coming back this way, and in these cloths

have found cargo room. Then, until the recent embargoes, big quantities of cloth have been received by Canadians from the United States; and the Canadian mills have multiplied in number and size and are able to supply now more cloths by many hundreds of pieces than they were before the war. On the other hand, there has been a huge demand for cloth here—cloth needed for uniforms to clothe the 500,000 men who have been raised in Canada, and cloth for the Canadian population.

What About Overcoatings?

It is pretty difficult to tell just how the balance stands at the present time—how much cloth there is on hand. There is no question that certain firms have large supplies. In recent issues MEN'S WEAR REVIEW has pointed out the seriousness of the overcoating situation as a result of huge orders for military supplies, which prevent the Canadian mills turning out anything for the civilian trade at least until February of 1919. This overcoating situation is still very serious. Just how serious is indicated by word a traveller for a big Canadian mill recently gave to one of his customers, a big manufacturer. Ordinarily this overcoating man would now be taking orders for 1919 overcoatings. What he did do, however, was to advise this manufacturer that he did not know when he would be around.

Yet there are manufacturing concerns who have their supply of overcoatings for 1919 on hand at the present time. They hope to be able to add to their stocks—to brighten these up with a few new pieces—but if they receive no more they will be able to look after their normal trade for 1919. That, however, will about be the end. The stocks are getting near the bottom and it is doubtful if this cloth situation is going to be a repetition of the widow's cruise of oil.

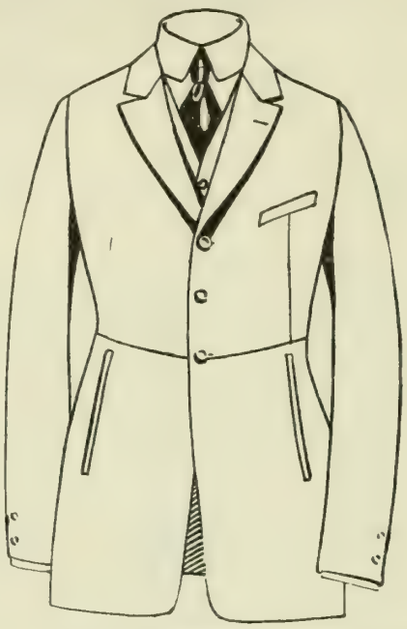
Much of the cloth which is on hand, moreover, is of patterns which have already been shown—patterns which are perhaps as old as the war. Much of the so-called reserved stock, that is stock which is being peddled around from one woollen agent to another and being bought back again, is of an undesirable character.

Not All Are Fortunate

Moreover, it must be borne in mind that while some firms have their requirements for the winter of 1919 covered, others are in a much less fortunate position. This is indicated clearly by a transaction which was considered during the last month. One manufacturing firm had been offered, three months ago, certain linings. These were not wanted immediately, but the buyer thought it a good proposition and took the whole lot. Just this month the man who sold these came back and offered a thousand dollars premium to get the linings back. The man who had purchased them, however, did not think that was sufficient—he has already got to the point where he can see where those linings will be of great value in enabling his turning out goods to supply his trade. The inference, of course, is that the man who was willing to pay the thousand dollar premium now finds himself more or less embarrassed in his production by reason of scarcity of linings.

The Barber and the Butcher Buys

In unexpected places there are certain supplies of woollens. A Montreal manufacturer recently pointed out to a visitor from Toronto a barber shop in which he stated he knew there were several pieces of cloth being held for specula tion. In other stores—even butcher stores—there is cloth being held; but these are isolated cases. The men holding these cloths have evidently heard that woollens are continually going up and have bought for a speculation. They will sell when they get an opportunity, but their holdings are not sufficient to have any real effect on the market.



One of the new models in this Semi-Ready showing designed by Mr. G. B. Armstrong

That, roughly, is the situation—a complicated situation enough in all conscience, but one which does not give any justification for the belief that there are enough woollens in Canada to last the trade for anything like 3 years.

What About Merchants' Stocks?

There is, of course, another question—the amount of clothing merchants have in stock. There are some merchants who are exceedingly well supplied with goods bought at advantageous prices. They probably have bigger holdings than any ordinary season. On the other hand there are men who formerly carried stocks who have gone out of this altogether, looking after their trade through a special measure department—they have gone out of the stock clothing because of the expense of carrying this, and because of the splendid service they find it possible to give through the special measure system. It is quite possible that the discontinuances in carrying stock counterbalance the larger stocks which are carried by some merchants.

Little New In Patterns

No, clothing seems certain to be harder for the merchant to secure. Certainly anything new in the way of patterns will be hard to secure. One representative of an English firm, who is still enabled to sell a certain amount in Canada, received word only this week to keep his samples. Any selling he does for next season will, he was advised, be done from the same samples. A straw this, which shows clearly how the wind blows, and it blows towards repetition of old cloths.

OVERCOATS TO BE SCARCE, YES, BUT WILL BE SOME FINE MODELS

WITH the word getting abroad that overcoatings are going to be particularly scarce, and that coats purchased this winter, while much higher in price than those purchased formerly, will not be low in price compared to what will be offered in 1919, there seems every reason to expect a big year in overcoat sales.

In view of this the trade will be particularly interested in reading descriptions of some of the new styles just being turned out. These, of course, are not properly in the fall, 1918, and winter, 1919, models; but many of them will be made for this season's selling, especially in the special measure departments.

The box coat is going to be quite widely shown of course. MEN'S WEAR REVIEW saw one beautiful model—taken right from stock—which had nicely draped back, narrow shoulders and sleeves which looked as though they belonged to the coat. Nothing particularly outstanding in this model except its excellence.

Generally speaking the vogue is for quarter lined overcoats. These do not represent any real saving in materials, although they give this impression. They do not save labor either, but they are exceedingly neat models, and in much demand at the present time.

Bell Sleeve a Feature

A young man's overcoat shown MEN'S WEAR REVIEW brings out strongly the bell sleeve which is quite a feature with many of the new models. This coat has the natural shoulder—not extremely narrow yet not accentuated in width in any way. It is cut with a full skirt and the waistline is high and rather narrow in effect. There is considerable draping of the skirt, and the belt is plain with no cross tack. This is a two button through coat with velvet collar.

RAW WOOL, YES.
FINISHED YARNS, NO.

Speaking of the much mentioned reserve stocks of woollens in Canada, a close student of conditions had this to say:

"I believe there is plenty of wool available in Canada because of the amount allotted by the British Government. The difficuclty is lack of sufficient equipment to turn the wool into yarn and cloth to meet the Canadian needs, it being almost impossible to purchase machinery, and hard to get delivery of parts needed."

The arms in this model were particularly worth inspection. The armholes were not at all deep and yet gave perfect ease of motion. The sleeve heads have practically no fulness. Below the sleeve head there is some fulness in the sleeve and this narrows in below the elbow, then widens out giving the bell effect in the forearm.

A two button double-breasted coat with velvet collar and narrow rakish lapels also brings out the narrow width of shoulders which—fortunately—is likely to be very popular. In this model, too, there is little or no fulness in the sleevehead and the sleeve itself is of medium width with the bell cut.

This model has a close fitting, high waisted effect, with considerable drapery in the skirt and a long vent in the centre seam reaching to within one and one half inches of the waist with a flowing step.

This model has a decided slope to the pockets with narrow patch coverings. The pockets are of the bellows type. There is quite a chest worked into this model.

A third type inspected by MEN'S WEAR REVIEW has what used to be called the Prussian collar. The model is a double-breasted one, the buttons being wider at the top row than at the bottom. The pockets are of the slash variety and the coat has a high waisted effect, slightly belled at the bottom. There is a centre vent at the back to within four inches of the waistline. This coat, too, is made with quarter lining. It is really a model after the style of the American Army great-coat. The collar will turn up to give splendid protection. It seems a model which will make a very favorable appeal to many people this year.

A standard Chesterfield, such as will certainly be again in demand by conservative men, does not seem to give great scope for anything new, and yet, in one of the models seen by MEN'S WEAR REVIEW, some new features were noted. In this model, for instance, there is just the suspicion of a waist effect. The shoulders are natural with the fly front, and the collar is of velvet, but there is no outside pocket at all. There is, however, a vertical breast pocket on the inside, placed on the left hand side so that the hand may reach to this between the buttons with which the coat is fastened, enabling the wearer to get at a handkerchief for instance, without unfastening his coat.

Fur collar coats are expected by some makers to be popular. One model, with good looking imitation seal collar seen by MEN'S WEAR REVIEW, is in the high waisted effect. This model is only quarter lined and yet it fits so snugly that it is an exceedingly warm coat, even apart from the collar. This turns up to protect the chin and the ears as well, the lapels being very wide.

ABOLISH THE VEST? NEVER

A proposal of the National Association of Retail Clothiers to restrict, during the war, men's outer garments to two pieces, that is to eliminate the waistcoat, will be turned down decisively, sternly, by gentlemen unafraid of their tailors. Two or three months in the year the immeasurable inconvenience of going about without a waistcoat because the thermometer makes clamor for less clothing is all of that man can endure.

Few men wear a waistcoat for ornament; in peace and war it is an essential garment; its utility gives it its value. Deprived of it in July and August, man suffers the annoyance of carrying otherwise than in their accustomed places watch, pencil, fountain pen, eyeglass case, cigars, matches, cigar cutter, small change, notebook, his wife's list of articles urgently needed, the theatre tickets bought to square himself at home because he forgot to buy them, and various more or less valuable documents such as the I O U he received after the last jackpot was played, the broken cuff link he intends to have mended, the button torn from his coat he intends to have replaced, the timetable of a railway on which he will never travel.

To stow these manly essentials in already overfilled pockets of coat and trousers so adds to the toil of living in the hottest months of the year that some braver spirits suffer the lesser evil of wearing waistcoats. Some prefer to die.—New York Sun.

Ed. Urquhart, who has been in the employ of the Wm. Geddes Co., Strathroy, for some time, in the gents' furnishing department, has accepted a position with a leading mercantile firm in St. Thomas.

ONE ARGUMENT FOR COTTON PRICE FIXING

A well known cotton grower of Tennessee, interviewed in Memphis recently, made a few pertinent remarks on the subject of Government price fixing of cotton. Anything a Southern man may have to say on this subject and from this angle is bound to be of interest, if only because it is unusual.

"I am in favor of price-fixing," he says, "for the reason that such action would greatly simplify the question of distributing and financing the crop. If the price is fixed on a basis of thirty cents per pound, we can borrow $149 per bale from any bank connected with the Federal Reserve system and will be relieved of the necessity of putting up margins from time to time. With cotton selling around 33½ to 35 cents now we are not able to secure anything like $149 per bale because the banker figures that, with fluctuations so rapid, it is up to him to protect the interests of his depositors whose money he is really lending. And, too, if the price of cotton is fixed, there will be practically an end to trading in futures.

"Stabilization of prices on cotton goods should carry with it as a prime requisite, the stabilization of prices on cotton itself. The Government fixed prices on cotton seed products last year, but it did not do this until it had fixed prices on cotton seed. A fair margin, to cover manufacturing costs, interest, profit and other incidentals, can be determined in the case of cotton as well as in the case of cotton seed, and when this has been done, the producer and the consumer, whether the Government or an individual, will be protected in a manner wholly impossible under present conditions."

It is admitted that the problem of price fixing will prove a strenuous one. There are only three grades of wheat. There are approximately nine basic grades of cotton and almost every conceivable variation as to grade, staple, color and other details. In Memphis and the valley territory, where the bulk of the specialties are grown, the problem would be highly complicated. But the Government may content itself with fixing prices on the basic grades, leaving leeway on those of a special character.

EVIL OF STANDARDIZING BOY'S CLOTHING PRICES.

Referring to the proposal made by U. S. retail clothing men, as outlined in the September issue of MEN'S WEAR REVIEW—a proposal that sizes from 10 to 15 years should be at a standard price, sizes from 6 to 9 years at 15 per cent. below standard, and sizes from 16 to 19 years inclusive at 15 per cent. advance on standard. One large Canadian manufacturer of boys clothing says:' 'We certainly do not think that all sizes should be sold at the same prices; neither do we believe it can be figured out on a percentage basis. We believe that the sizes should be grouped in lots of three, or four at the most, and prices figured for each lot. Selling retail at one price of a large range of sizes leads to bad results, namely a lot of small sizes being left on hand at a high average cost, which means of course that the large sizes are sold beneath their value."

MWR COLLARS & SHIRTS MWR

MERCERIZED SHIRTINGS HANG IN THE BALANCE— U.S. GOVERNMENT MAY RESTRICT THEIR PRODUCTION

As Non-Essentials This Class of Goods Seems Quite Likely to be Restricted—As Prices Go Up, Variety of Patterns Goes Down

SUMMING up the shirt situation as it stands at the writing—Sept. 24th—there must be again recorded upward prices, and there must be sounded the unpleasant note of predictions as to further advances. There is going to be an end to the upward tendency—somewhere. There is going to be an end to the war—some time. The two events are closely related.

But other factors than price require attention at the moment. As time has passed the situation as far as shirtings are concerned has become steadily more serious and it now seems possible that changes in the shirtings themselves will occur, so that merchants will have to sell less and less attractive goods. The mercerized goods, for instance, may cease to be shown. Such is the talk at the moment. These goods come largely from the U. S. A. and over there enquiry is being made as to the advisability of cutting out this mercerization. It is held not to be essential, and what is not essential is very likely to be discontinued these days over in Uncle Sam's land.

Seriousness of Uncle Sam Has Effect

The seriousness with which the United States is entering into the war is the great reason for the greater complexity of the shirt situation. Merchants are inclined to say, when they hear rumors of possible famine in shirts, "Oh, that's the way people talked a year ago, two years ago, and the goods came through, at a higher price, it's true, but they came through, and they will again."

Well, probably they will. Somehow or other goods of a kind do seem to come to hand; but they don't just arrive like Topsy. They are secured because cutters up are staying awake nights figuring where they will get goods; because they are figuring not seasons, but years ahead; because they have invested more in goods than ever before.

War First Now

The situation this year is not to be compared with that of a year ago, and merchants would do well to remember this. In the last year the United States have got into war stride. Everything there has been war first, other things after; and so the big United States market has been far less reliable—far less certain to give what the Canadian cutter-up wants.

Bleaching May Be Given Up

As well as talk of preventing mercerization of shirtings there is talk of Government control of bleaches. This, should it come about, might even mean that goods received by Canadian cutters-up to be converted into shirts, would only be scoured, not bleached—in other words that the goods would be free of dirt and grease but would be in the grey. This is not a likelihood, but it is a possibility. The States, it is to be remembered, got a large part of its bleaches from Germany. The supply now turned out in the States is still limited, and if only some 20 per cent. of this supply is released for civilian purposes some such results as shirtings being scoured instead of bleached might well eventuate.

Yet, fortunately, things are seldom as bad as we fear. "I've had a lot of trouble in my life," said a clever man, "but most of it never came." This inability to bleach shirtings is probably one of the troubles which won't come.

In the States, where they are talking luxury taxes, a three-dollar shirt is suggested as the most costly which will be free from the slur of being a luxury—free also of the proposed 20 per cent. tax. Well, if a $3.00 shirt is a luxury a lot of us are going to dress luxuriously this Winter, more next Spring, and many more again for Fall, 1919. Not only are silks away up but practically all cloths. A khaki cloth which was formerly shown for 11c is now being shown at 32c. Many such steep increases are noted.

Any Shade Almost Passes for Khaki

There is an interesting situation with regard to khaki. The color, as with the boy who saw things at night, makes little difference now. Cream is being sold as khaki. Necessity is the mother of invention. Necessity has turned the military authorities color blind. All that glitters is not gold, but all which has a good yellowish or Autumn tinge is coming to be accepted as khaki by the powers that be, and is being now bought gladly by recruits, officers, and most of all by the aviation cadets.

Some words on the present situation as expressed by one large shirting buyer will be of interest to the trade just now. He says:

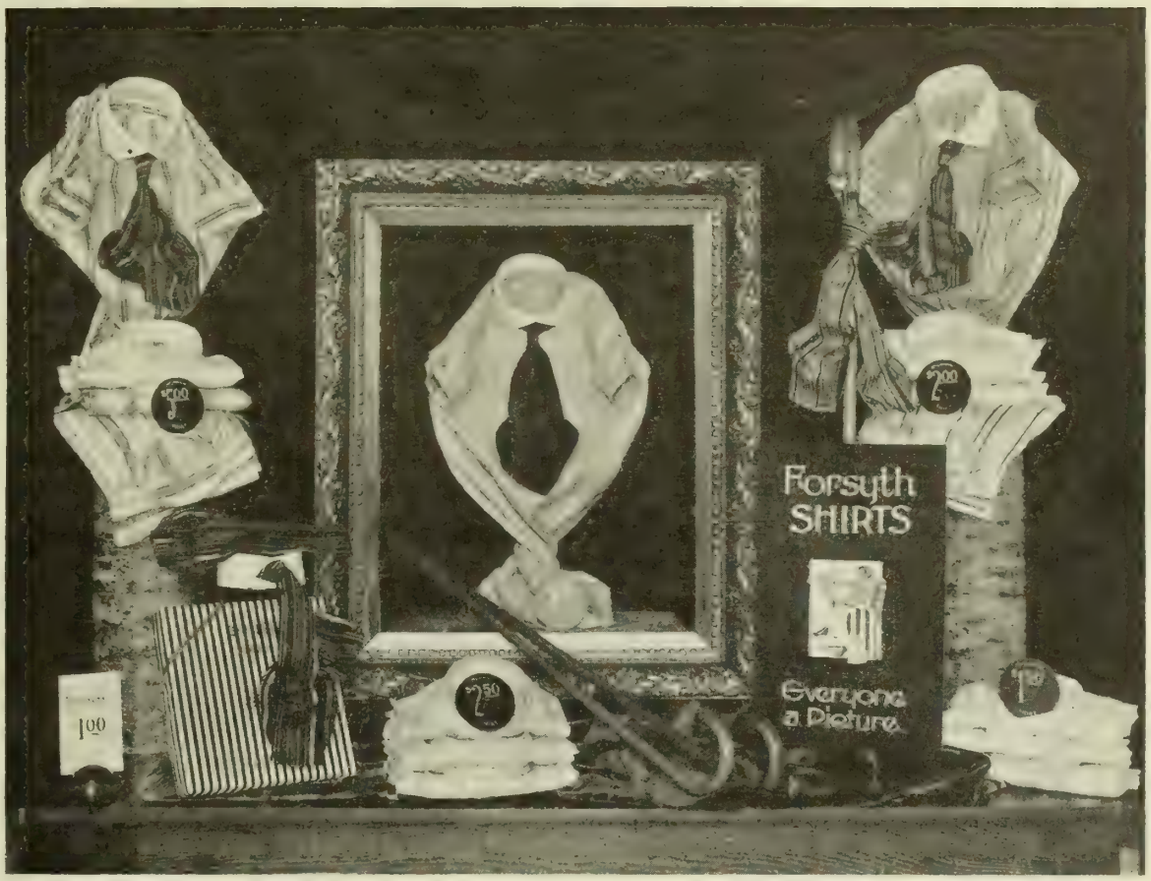
"I visited the New York market for about a week in the latter part of August and the fore part of this month, and found the market in about the most upset condition that it has been in since the beginning of the war, caused, I believe, as much from fear of control as lack of it.

Cotton Away Up

"You undoubtedly are aware that the maximum price for print cloths was established early in July at 85 cents per pound, and while cotton at this time was about 25 cents per pound, this was a very liberal price, being based on about 30-cent. cotton, allowing the mills a reasonable profit at that. Since then, however, as you are also undoubtedly aware, cotton has soared in price and reached the record figure since the Civil War of 38.75 for spot cotton.

"There is talk of further control in the way of fancy cloths as they are considered a non-essential, and while I was there, the Government was taking evidence from several mill representatives as to the necessity of mercerizing as this is also considered more or less of a non-essential. I cannot say, however, whether there was any decision reached as I have not heard from any of my friends who promised to keep me posted. In the event of mercerization being declared a non-essential, the Government would control all bleaching products such as chlorine and the necessary acids, only a small portion, estimated at about 30 per cent., would be allowed to civilian trade. This would have the ef-

Striking Shirt Display



This is a trim which attracted a great deal of attention to the store of N. L. Birrell, Bloor Street, Toronto.

Mr. Birrell entered the trim in the window contest recently held by the John Forsyth Company, and was awarded second prize. First prize went to Baughmann's Fashion Shop, Wallaceburg, which firm had prepared a splendid selling window. Smallman and Ingram of London were awarded third prize, and Jack Sinclair of Orillia fourth prize

In this trim of Mr. Birrell's the framed picture effect is worth noting. This was fairly easily secured, a picture being taken out of a frame, and a shirt draped on stand directly behind the opening. Then a black velvet background was used to give the picture-like effect.

fect of practically taking mercerized cloths out of the market. It would also have a very drastic effect on the bleaching of other cloths and instead of a bleach, the trade might have to use scoured goods, which would leave the cloth in the grey state, only cleansed from the grease and dirt of manufacture.

Is Control Correctly Undertaken

"In talking to all the mill representatives whom I interviewed, the opinion is very general that the control started in the wrong place. Their idea is that the price of cotton must be controlled before it can be reasonably successful in the price of manufactured goods, and while there has been some thought that the Government would set a maximum price for cotton, it is now generally conceded, since last reports on the cotton crop, that this will not be done. Piece goods are very considerably higher to-day than they have been since the Civil War with every indication that for next season's purchase they will have reached almost prohibitive prices.

Demand a Big Factor With Supply

"While the price of raw cotton certainly has an influence on the price of cloth, the controlling influence as a matter of fact is the law of supply and demand. The mills have more work than they can do and will not take on the manufacture of any cloth that does not show a handsome profit, and I learned that since the control of print cloth at 85 cents per pound had gone into effect, there has been very little of this cloth manufactured. The control period for this price expires the first of October, when unquestionably there will be a revision upward.

"The advances I personally ran across on my last visit was from 3½c to 5c per yard on goods which we had bought for this Spring, with quotations for next season of a considerable advance on these figures, and even at that, it is expected there will be a drastic shortage of goods, particularly colored yarn goods.

"The dye situation is somewhat improving, but it is far from satisfactory yet, as the colors, except on the most expensive cloths, are not yet reliable."

Speaking of prices another manufacturer says: "There will be still further advances in prices; materials will be still harder to procure, and help is growing scarcer. The lowest priced line for Spring so far as we are concerned, is a limited range at $15.50 net.

"Silks, which for a long time had varied little in price, have now soared to an almost exorbitant figure. Even buttons, which at one time flooded the Canadian market, are extremely scarce, and the grading of different qualities is practically done away with."

Along this same line another cutter-up says:

"The advances in Japanese silks have been very extreme during the past few months, and for this reason there is a considerable advance in silk shirt prices.

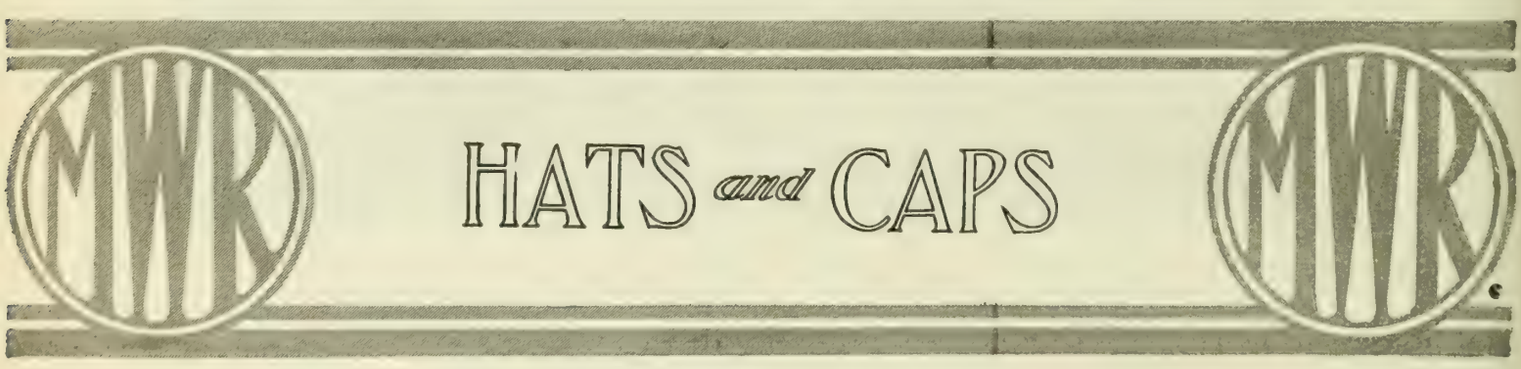
"Not only are prices high, but it is very difficult to secure desirable materials and satisfactory deliveries, so that the coming season will be very extreme for the manufacturers along these lines."

More Advances for Fall, 1919

"While for the past two or three seasons the popular retail prices of shirts have been $2.00, $2.50 and $3.00, they will range for next Spring about 50c higher, or $2.50, $3.00, and $3.50, so that the retail advance will not be very extreme, and unquestionably for Fall season the prices will be considerably higher, as the materials which are being used for Spring, 1919, line are from purchases of at least 12 months ahead, and prices have stiffened materially since that time.

"We have no hesitation, therefore, in saying that buyers will not be taking any chances in purchasing at to-day's prices, as they will not be able to place orders next season at lower quotations, but we are of the opinion that buyers should be careful not to cover more than their normal requirements, especially during the time high prices are prevailing."

Not very cheering, these opinions, but there is nothing like looking facts in the face. If, four years ago, we had all been certain of four years of war we would probably have had a very genuine attack of funk. Yet, after four years, here we are—most of us—many better off than ever; all wiser. Another year, under the still stiffer conditions, will perhaps doubtless go finely too. It will be well perhaps to take things just a season or two at a time.



U.S. ISSUE RULES RE STRAWS---MEASURES WILL HAVE EFFECT HERE

B. M. BARUCH, chairman of the War Industries Board, authorizes the following:

With the announcement that it is the intention of the government to curtail the output of straw hats to the point where the production will meet only the essential needs of the civilian population, the conservation division of the War Industries Board has prepared a conservation programme for the manufacturers of men's straw and body hats restricting styles, height, width of brim, and trimming.

The industry is asked to consider the programme in the light of war conditions, and co-operation is urged as of assistance in the entire industrial reorganization made necessary by the requirements of the war programme. Adoption of the plan will tend to stabilize the industry, it is believed, by reducing stocks and releasing capital, and by reducing the quantity of labor so the industry will be better able to maintain the framework of its organization after meeting the drafts for military service and for industries essential to the successful prosecution of the war.

Based on recommendation now submitted, a final programme will be issued soon by the conservation division. It is understood, however, that materials not in accordance with these recommendations may be used now, but no orders should be placed hereafter for materials that do not come within the recommendations.

Text of Recommendations

Following are the recommendations:

(1) No new blocks to be introduced in yacht, soft braid, body hats, or any other variety. This means that no designs are to be used by a manufacturer except de-

signs used by that manufacturer in the selling seasons of 1917 and 1918.

(2) Dimensions:

	Inches
Yacht hats:	
Maximum height crown	3¾
Minimum height crown	3⅛
Maximum width brim	2⅝
Minimum width brim	2⅛
Soft braid hats (except harvest hats for farmers):	
Maximum height crown	4
Minimum height crown	3¼
Maximum width brim	2¾
Minimum width brim	2¼
Alpine hats:	
Maximum height crown (measured on the side)	5
Maximum width brim (measured flat)	2¾
Minimum width brim (measured flat)	2¼

Width of Bands

(3) Band not to exceed 22 lignes in width. Length of band not to exceed 39 inches for a 7⅛ hat, this length to include the material used in the bow. Colors of bands to be restricted to black, tan, brown, blue and green.

(4) Leathers in hats not to be jiggered or laced. Maximum width to be 1⅞ unturned.

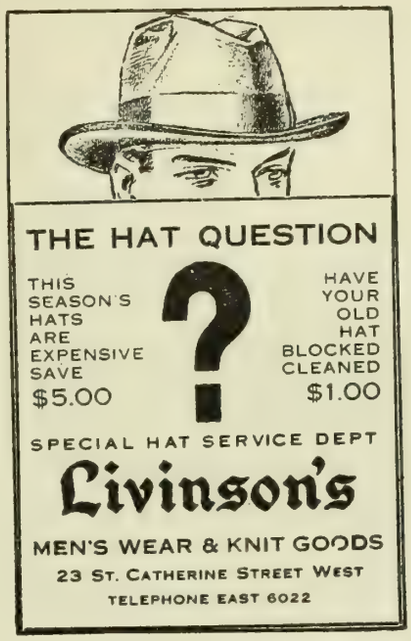
(5) No elastics, cords, or buttons to be used and no eyelets except in harvest hats for farmers.

(6) For tips for braid hats and for Javas, Porto Ricans and Manilas, no material other than lace or net to be used for the sides. Satin, silk or wood silk used for these tips to be restricted to strips of not more than 42 lignes in width. No tips or linings to be used in any variety of hat other than those mentioned above.

(7) Six hats to be packed in a carton. (This does not mean that not more than one style may be packed in a carton.) In order that stocks in the hands of the hat manufacturers and paper manufacturers be fully utilized, no one special color or design of covering paper should be insisted upon by any manufacturer. It is suggested that wherever possible uncovered chip-board boxes be used. If a covering paper is used it should be unbleached.

(8) Salesmen to carry not more than one trunk to a line. (Braid hats and body hats are to be considered as separate lines.)

(9) Sales of ticket hats to be discontinued.


THE HAT QUESTION
THIS SEASON'S HATS ARE EXPENSIVE SAVE $5.00
?
HAVE YOUR OLD HAT BLOCKED CLEANED $1.00
SPECIAL HAT SERVICE DEPT
Livinson's
MEN'S WEAR & KNIT GOODS
23 ST. CATHERINE STREET WEST
TELEPHONE EAST 6022

A daring conservation poster and advertisement this. Mr. Livinson does not believe it will hurt his hat business.

Another manufacturer views the U. S. regulations with favor, saying:

"We feel that the party who drafted this schedule surely understood his business, as every item that he has restricted is absolutely unnecessary for the wearing qualities of the hat. We feel that Canada as a war measure could not have adopted a better schedule. In several instances it would be a great save in labor."

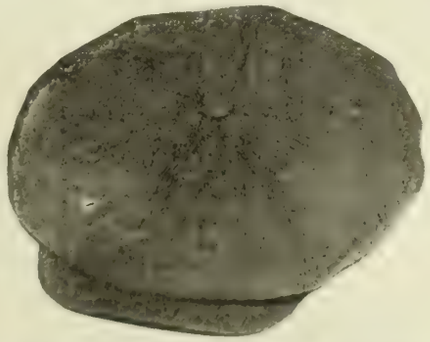
The saving of labor mentioned here unfortunately does not give reason to expect a decrease in the cost of producing hats. Labor charges are going up steadily, and reduction in the amount of labor used in production will do well if it offsets these advances.

CANADIAN HATS WILL FOLLOW SUIT

By Fall, 1919, U.S. Restrictions Will be Mirrored in Canadian-made Models—These Restrictions Looked Upon as Wise, Will Save Labor, Thus Offsetting Increasing Cost of Labor

CANADIAN hat manufacturers view calmly the U. S. proposals re style restrictions. Changes in Canadian hats will not result at once, but there is a feeling that these will come about little by little, so that when the Canadian manufacturers go out with styles for Fall, 1919, the models will practically comply with the United States requirements. This, indeed, will probably be necessary, as instanced in the words of one Canadian maker:

"Of course the United States action became known too late to change the samples for the coming Spring, as our salesmen were all on the road at the time it was received, so we will manufacture hats with the wider trimmings until our present supply is exhausted. We have not enough of the wider ribbons, and I think when our present supply is exhausted that we will not be able to obtain any ribbons from the ribbon houses of the States wider than the dimensions set forth in the War Industries Board circular."



The seam on this spring model shows a new feature.

WITH OUR ADVERTISERS

ROLL FRONT COLLARS BACK

Roll front collars, similar to the one here illustrated, are again winning a goodly measure of favor in the States, several firms getting out collars cut on these comfortable lines.

NEW SOFT COLLAR FASTENER

Herewith is shown the "Step-in" fastener, just put on the market by the Williams, Greene & Rome Company. This fastener is easily adjusted and at the same time holds the tie up and the sides of the collar down. It is said this fastener is easier to adjust if no mirror is used during the operation.

Mr. J. E. Mortimer, recently manager of the Kingston Hosiery Co., has resigned to accept the general managership of the Reliance Knitting Co., Ltd., Toronto. He is succeeded in Kingston by Mr. H. W. Lundy of the Almonte Knitting Co.

MANY RESTRICTIONS PLACED ON U.S. HAT MAKERS

The following authorized statement from the War Industries Board of the United States requires careful study by Canadian hatters, for it indicates clearly the great reduction in hat styles which they may expect, not only from United States makers, but also from Canadian, English and European firms.

The War Industries Board of the United States, in its recent announcement to hat manufacturers says:—

VARIETY in styles, colors, shapes, weights, and trimmings of fur and felt hats for the civilian trade for the Spring season of 1919 will be restricted and curtailed under a programme accepted by the manufacturers through their war-service committee after conference with the felt section of the textile division and the conservation division of the War Industries Board.

The conservation division has sent to makers of men's fur and wool felt hats and to makers of women's fur and wool felt hat bodies a schedule of the programme for conservation for the Spring season of 1919 to become effective about September 1. The schedule follows:

"To the makers of men's fur and wool felt hats and the makers of women's fur and wool felt hat bodies:

"As you well know, readjustments of pre-war business methods and business practices are necessary in order to meet the extraordinary conditions which have now developed. These readjustments should be made with the least possible dislocation of industry in order that all interests may be protected as far as possible. Conservation is a vital factor in the war programme and conservation of materials and labor in the hat industry is urgently necessary.

"The enclosed programme for conservation for the Spring season of 1919 has been thoroughly discussed with the war service committee of the industry. This plan will be further developed and issued in a more specific form for the Fall season of 1919. For instance, it is then planned to standardize colors along the lines mentioned in item No. 2.

"This programme will be finally announced and made effective on or about September 1, unless substantial reasons are immediately presented which will give cause for its modification. Any such changes will only be considered in the light of bringing about a more effective method of meeting the present war conditions.

"Conservation Division,
"War Industries Board."

The Recommendations

"The following recommendations are to cover the manufacture of all fur and wool felt hats for the civilian trade for the Spring season, 1919:

"1. The number of body qualities usually manufactured to be reduced as far as practicable.

"2. The variety of colors of fur felt hats for men to be restricted to 9. The variety of colors of fur felt hats for women to be restricted to 9. Mixed colors to be eliminated in fur felt hats. The variety of colors of wool felt hats for men to be restricted to 12. The variety of colors of wool felt hats for women and children to be restricted to 12. (A manufacturer producing fur felt hats for men and women may manufacture 9 distinct colors for each. A manufacturer producing wool felt hats for men and women may make 12 distinct colors for each. A manufacturer producing both wool and fur felt hats for men and women may make 9 distinct colors of fur for men and 9 distinct colors of fur for women, 12 distinct colors in wool for men and 12 for women.) It is suggested that the colors of men's hats be confined to the following: Black, two shades of brown, two shades of green, two shades of steel, pearl and Belgian belly.

"3. The variety of weights of bodies to be reduced as far as is practicable.

"4. No styles to be produced in the so-called staple shapes in dimensions in excess of 6-inch crown, 3½-inch brim. No fancy novelty shapes in excess of 5¾-inch crown and 2¾-inch brim.

"5. No genuine leathers to be used exceeding in width 1⅞-inch upturned; no genuine leathers with turned edges. No imitation leathers exceeding in width 1⅞-inch turned.

6. The use of linings to be discouraged for Spring season of 1919, and to be discontinued for Fall season of 1919.

"7. On so-called staple shapes in soft hats bands are not to exceed 12 lignes in width. On fancy or novelty shapes no band to exceed 22 lignes in width. On both of the above bands not to exceed 36 inches in length for a size 7⅛ hat. This figure to include material used in bow. No bindings exceeding 10 lignes in width to be used on soft hats. No bands exceeding 12 lignes in width to be used on stiff hats. Bands not to exceed 36 inches in length, including bow for size 7⅛ hat. No binding on stiff hats to exceed 11 lignes in width.

"8. No leathers to be draw strung or laced. No elastics, cords, buttons, or eyelets to be used.

"9. No stickers to be used in the tips of soft hats.

"10. Six hats to be packed in a carton wherever possible. (This does not mean that not more than one style may be packed in a box.) In order that stocks in the hands of hat manufacturers and paper manufacturers be fully utilized, no one special color or design of covering paper should be insisted upon by any manufacturer. It is suggested that wherever possible uncovered chip board boxes be used. If a covering paper is used it should be unbleached.

"11. Salesmen to carry only one sample trunk on the initial trip, and no sample trunk on the duplicate trip each season.

"12. Roundings to be compressed in bales instead of shipped in bags.

"13. No hats to be made with turned over or turned under edges.

14. The amount of shellac used to be reduced as far as is practicable.

"15. The sale of ticket hats to be discouraged.

"Please report any materials that you have on hand which will be affected by these recommendations, itemizing character and quantities.

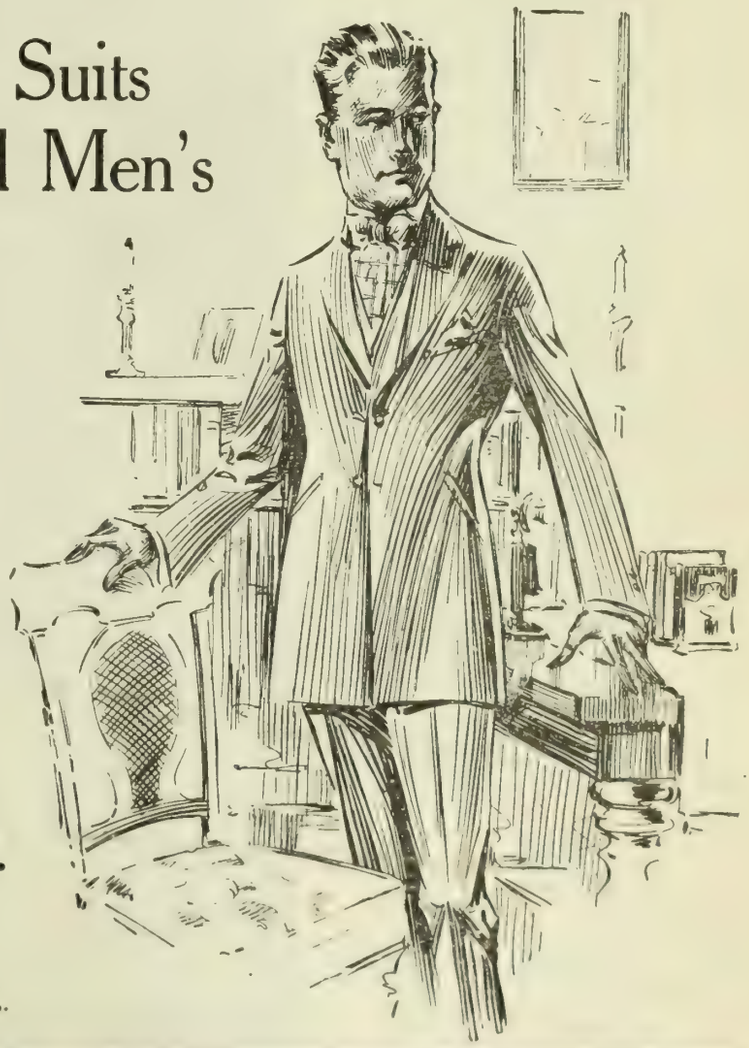
"Conservation Division,
"War Industries Board."

You'll find Elk Brand values even more than we claim

Your own sense of values will determine you in favor of the big things now offered in our new showing of ELK BRAND CLOTHES.

Our men are now in their respective territories with a complete range of samples covering

Men's and Boys' Suits Boys' Bloomers and Men's Pants



You will find Elk Brand Clothes well-made, stylish and correct in every particular. And the prices are by no means the least attraction—they are cut just as low as Elk Brand values permit.

We can arrange a call to suit your convenience. A post card to us now will suffice to bring our representative.

J. ELKIN & CO., Ltd.

Makers of Elk Brand Clothes

Head Office and Sample Rooms

MONTREAL, QUE. JOLIETTE, QUE.

If interested, tear out this page and place with letters to be answered.

UNDERWEAR DELIVERIES WILL BE LATE

Situation is Serious—Mechanical Difficulties Are Added to Scarcity of Labor and Fine Yarns—Government Orders Expected

SOMETHING approaching a famine in cashmeres and all-wool underwear seems imminent. The fortunate situation, however, is that the merchants have goodly stocks of these lines, and while the deliveries of the new stocks they have ordered are likely to be slow, the merchants will have at hand goods with which to satisfy the needs of their store customers.

The great scarcity of cashmeres and all wool garments is due not only to the scarcity of yarns, but to a series of other factors, inferior help, conscription of skilled labor, scarcity of needles and a reduction in quality of the needles which are available. Unfortunately there seems little reason to look for an improvement in these regards—no more than there is reason to look for a freer delivery of cashmere and other fine yarns.

The certainty of delays in delivery being something upon which merchants must count is made clear by the knowledge of manufacturers' delays in supplying the jobbers. With the best of intentions there have been many such delays. Underwear which was called for May, June or July delivery is only now going out. The jobber, therefore, will have very great trouble in filling his orders in time. The big stocks which are quite common in the men's wear stores are, as has been said, the cheering feature in connection with this situation. The merchant, despite late deliveries, will be able to go on doing business in this line.

A probability that the Canadian Government will be coming out on the market strongly for both socks and underwear further complicates the situation The recent purchases of the War Board covered only the immediate needs. There is certain to be more buying. Just where the Government will get the goods, of course, is a problem, for all the mills are as fully occupied as help makes possible; but the Government can command, and such commands would very much complicate an already difficult market.

Cotton socks are coming into greater demand. Some of the big stores are ordering them on a scale which indicates they expect a year round demand. Through very necessity Canada seems likely to become less of a cashmere country.

REORGANIZATION PLANNED

THE reorganization of Murray Kay, Limited, Toronto, is planned and arrangements practically completed to that end.

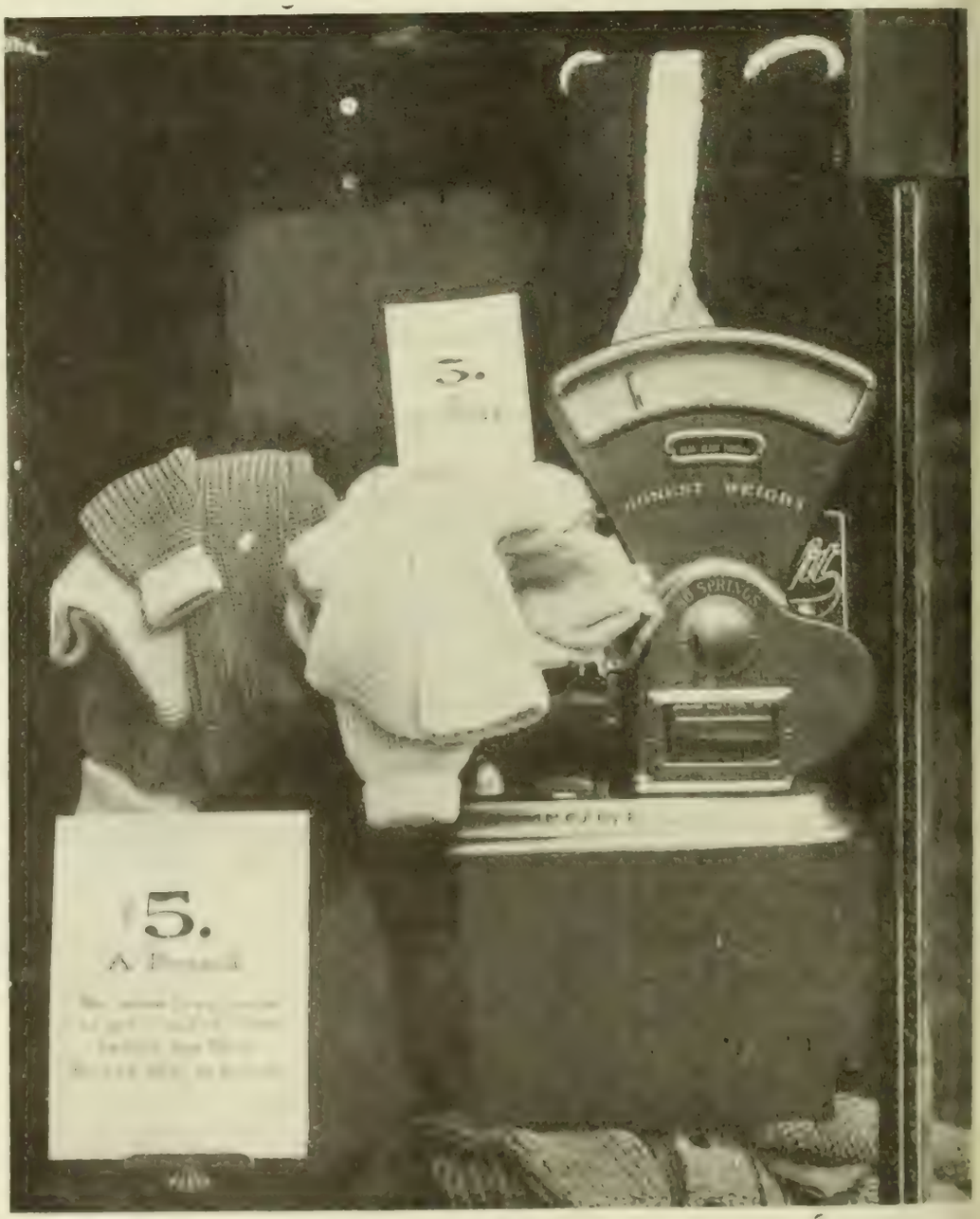
It is understood that Richard P. Gough, president of Sellers-Gough, Limited, and of Jas. A. Ogilvy, Ltd., Montreal, also vice-president of the Home Bank of Canada, is to be president of the reorganized Murray-Kay Company, and it is tentatively understood also that the syndicate which Mr. Gough is heading will obtain enough of this stock to give control.

Owing to war conditions, as was pointed out last December, the proposal to acquire the Ogilvy store, Montreal, as part of the Murray-Kay selling organization had to be dropped, and it is important to note that at the present time, although Mr. Richard P. Gough is named as the expected president of the reorganized Murray-Kay store, and though he is president of the Ogilvy Company in Montreal, there is no connection between the two establishments.

The new management have in contemplation for after the war the housing of the Murray-Kay establishment in new premises in the retail district of Toronto developing on Yonge Street. The site has, however, not yet been definitely determined upon.

A profit-sharing scheme whereby all employees will receive a dividend of 10 per cent. of their earnings has been instituted by the Bonner Worth Company of Peterboro', manufacturers of worsted yarns. The profit-sharing for the initial period will be for the four months beginning September 1.

The Monarch Knitting Co., Ltd., of Dunnville, Ont., who have a branch at Buffalo, N.Y., are planning to erect a brick dye house, boiler and storage house at the latter place to cost $22,000, and have filed plans accordingly.



Window which drew much attention to k it goods department.

Do We Send Samples? We do and We Have the Goods

Our travellers are out now with samples in both our lines of Men's Shirts and Boys' Wash Shirts—but it may be some time before they get around to you. Goods are scarce. Prices are going up. The mills are booking approximately only one-third quantities of cloth supplied last year. Fortunately, we are well covered.

To Quantity Buyers (25 to 50 doz. and up) who wish to take advantage of our present low prices and guaranteed delivery, we will gladly send samples and prices on request.

To the Merchant who cannot use as large quantities we have a special proposition. Write us—mention this "ad"—and our special offer will go forward by next mail.

Our Spring Range of BOYS' WASH SUITS

is just out,—a good choice of natty little suits,—Percales, Chambrays, etc., in assorted patterns and shades, specially priced to make sales—and profits. Write to-day for our special list.

The Railroad Man's Shirt

pictured here is made of extra heavy, strong, special Railroad blue Percale; double seamed and double stitched throughout, faced sleeve opening, interlined cuffs, gussetted, laundered band, one laundered collar and one soft collar.

This is the best Railroad Man's Shirt in Canada.

We also make to sell at popular prices, Percale, Silk Mixture, and pure silk Negligee Shirts—as well as a full range of Work Shirts in Tweed, Serge, Im. Flannel and Drill, in all the best selling shades, as Khaki, Dark Grey, Blue, etc.

The Hercules Garment Co., Limited F.2

HEAD OFFICE: Montreal **FACTORIES: Montreal North and Louisville, Que.**

KANT KRACK

Trade Mark Registered

14 to 19

12 to 18½

12 to 18½

11½ to 18½

12 to 19

11½ to 18½

—THE CLEANABLE COLLAR OF PRACTICAL ECONOMY

That's the big selling point about these KANT KRACK Collars—they represent a direct saving of money to every customer.

With the price of linen collars steadily advancing it won't be hard for you to interest the men in what is to all extents and purposes **a linen collar that needs no laundrying**—a respectable looking collar for every occasion and one that will give months of satisfactory service.

Show the KANT KRACK Collars in your displays.

There's a style and a size for every customer.

The Parsons *and* Parsons Canadian Company

Makers of the famous KANT KRACK *Composition Collar*

Est. in U.S.A., 1879 HAMILTON, CANADA Est. in Canada, 1907

Canadian Manufacturers for THE ONLI-WA TIE Holders sold at $3.50 per dozen

If interested, tear out this page and place with letters to be answered.

Finding What You Want

If you don't find what you want in the advertising pages, write "Inquiries Department,"

MEN'S WEAR REVIEW

When your customers ask for a trade-marked line and you do not know where it can be procured, write us. When you require a certain class of goods but don't know where they may be had, write us. We will do our best to procure the information for you promptly.

We want you to feel this is your department. Use the form below.

MEN'S WEAR REVIEW
143-153 University Avenue
TORONTO

For Subscribers

INFORMATION WANTED

Date.....191

Please tell me where I can procure.....

.....

.....

Name.....

Address.....

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE REG'D.
HIGH GRADE UNDERWEAR

Good Underwear

Underwear of Comfort, Value and Service is what we offer you in **Maple Leaf Brand** and **Dr. Neff's Sanitary Underwear.**

Your wholesaler can supply you with these two winners. Look for the trade-mark on every suit. It's a guarantee of customer satisfaction and good sales.

Thos. Waterhouse & Co.
Limited
INGERSOLL, ONT.

This is one of the ads. that will help you sell the Star Brand Overalls

When you're stocked with Goodhue's Star Brand Overalls you have back of you, besides those sterling good qualities which characterize them all, a consumer advertising campaign that you can turn into cash as readily as a certified check.

Above we show you one of these consumer ads. clipped from the September 1st issue of "Farmers' Magazine." Such aggressive publicity is going to mean more sales of "Star Brand" Overalls to dealers displaying our handsome show card, which is supplied representatives free of charge.

And remember this—Star Brand Overalls are good—none better. First-class fabrics and careful workmanship make Star Brand the Standard of Value in the Overall field.

See them yourself and be convinced. Our man covers your town and can call whenever you say.

"Prove all things and hold fast to that which is good."

The J. B. Goodhue Co., Ltd.
ROCK ISLAND, QUE.
Montreal: 211 Drummond Bldg. Ottawa: 76 O'Connor St.

If interested, cut out this page and place with letters to be answered.

A Pioneer in the Cap Trade

A. Harry Wolfe, Military and Civil Cap Maker, Manufacturer of Military Supplies, Merchant, Salesman, Politician, a Many-sided Personality.

MOST outstanding business successes have developed around some distinct personality. In most businesses the public crave for some individual person upon whom to bestow their confidence. They prefer the personal to the impersonal; something tangible on which to focus the feelings the firm has inspired, to the more elusive impersonal. There is a tinge of hero-worship in the attitude of the public to the successful and popular business man quite as real as to the popular idol of the army or the navy. This touch of personality stands out strong in the industrial and commercial life of Canada: the unconscious honor paid by clients or customers to the individual who has come to be to them, over a series of years, a synonym for service performed, for value received, for satisfaction bestowed.

A. HARRY WOLFE

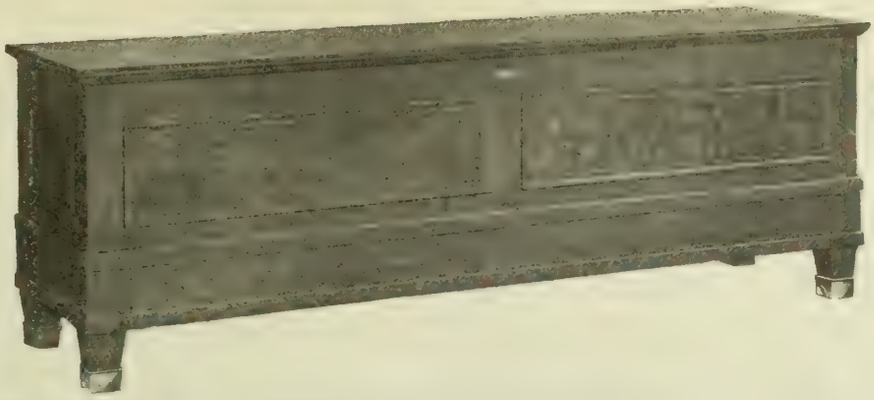
A. HARRY WOLFE'S BUSINESS CAREER

One of the younger group of bright Canadians who is imbued thoroughly with the idea of the tremendous reserve power that may be built up about a name in the industrial field is A. Harry Wolfe. He has had a niche, and a rapidly growing one, in Montreal business life for six years now, and yet he has not reached the age of 30. For all that, when he makes both hats and caps, military badges or other military accoutrements, he is not content to sell them this year and double his sales next—in a general impersonal way. He wants every one, be it soldier or civilian, who buys those goods, to know that the "A. Harry Wolfe" quality goes into every article, that he, personally, is responsible for every individual article he turns out of his factory, and is not ashamed of the make or the durability of his products.

CAPS? Yes, here's "WOLFE'S" make.

That's it. The name goes with it, the mark of the gunner's stamp; full measure, heaped up and running over, because A. Harry Wolfe made them and put his name on them as a guarantee, before they went out to the public. There is a certain pride that is produced by a personal trade mark; a guarantee against any deterioration for all the harassing obstacles the war has set up in the path of most manufacturers. Let us end where we began—not with the cap, but with the maker thereof. A. Harry Wolfe was born in New York City on Dec. 10, 1888. He came to Canada at two years of age, attended business college at Ottawa, was a law clerk in 1903-4, and for the next three years engaged with his father in the fur and millinery business in Ottawa. The next three he was manager of De Young's men's furnishing store on Queen Street West, Toronto. In 1911-12 he went back to Ottawa to assist in his father's business, and in April, 1912, established what was destined to prove a most successful undertaking, his present business in Montreal. Mr. Wolfe's enterprise was not ended in Canada, but, shortly after the United States entered the war, he opened a branch factory for military lines in New York City, and is prospering there, too. But with all his success, those who come in contact with A. Harry Wolfe find him the same genial, approachable fellow, a typical traveling salesman. Recognition soon came to him in the new city of his adopion, for a Parliamentary nonination was offered to him, which business intrests forced him to decline. In Dec., 1915, he was specially commissioned by the Minister of Militia and Defence to report on informatio of seditious acts on the prt of certain aliens in Montreal. Mr. Wolfe has found time in his busy life for a aried round of recreation: riding, motoring, football, snowshoeing, swimming, and is prominently connected with several athletic clubs. Into philanthropic movemnts he has thrown himself with the same whole-hearted oergy; he is a life governor or director of many societies for the welfare of his fellow citizens, the Hebrew Free Loan, Young Men's Hebrew Association, etc., also is a member of the Montreal Board of Trade and Canadian Club. In military affairs he served as corporal with the 2d Field Ambulance, C.A.M.C., and as sergeant with the 23rd Field Battery, C.F.A.

Counters Too, In the Walker Range



Here we have an exceedingly useful fixture which will improve many men's wear stores. Dimensions are: 34" high, top of case 26" wide. In rear either open shelves or drawers and shelves.

In show cases and general interior store equipment we have just what you need. Consult us before ordering.

The Walker Bin & Store Fixture Company
KITCHENER - ONTARIO

DALE FORMS

for
Better Display
and
Better Business

Our Forms for the Display of Men's and Boys' Clothing are the Most Durable Most Up-to-date and Most Economical on the Market.

MANUFACTURED BY

DALE WAX FIGURE CO,, Limited
109 King Street East, Toronto
Montreal: J. Bogat, 150 Bleury Street
Vancouver: E. B. Bollart & Son, 501 Mercantile Building

FOR THE MILLIONAIRE

Made in Canada

"Everyman's" TRADE MFD BY DAVIS BROS MARK

For Canadians

FOR THE MILLION

Trousers you can sell

Everyman's trousers constitute a combination of high-grade fabrics and values not excelled anywhere.

Whether you cater to the "millionaire or the million," or to both, you will find "Everyman's" the right stock to secure and maintain a growing patronage. Fancy striped Worsteds, Serges, Tweeds, Corduroys, etc.

See "Everyman's" before you stock. Let us submit prices and samples.

DAVIS BROS.
MANUFACTURERS
HAMILTON - - ONTARIO
Makers of full range of Men's Pants and Boys' Bloomers

Sales Conducted for High-Class Retail Stores Only

A Few Dates Now Left Open for Fall

Write or wire to

F. McNABB

The Practical Sales Specialist

2357 ESPLANADE AVENUE, MONTREAL
BOX 355, SAULT STE. MARIE, ONTARIO

All Sales Conducted Personally

The Story of War Under The Earth

THE German sappers had discovered and broken into a Canadian tunnel. They had planted a machine gun at their end and sent a shower of bullets down the dark, narrow passage whenever the Canadians made any effort to enter their underground galleries. The story of how two Canadians nailed steel snipers' shields to the front of a push cart and shoved it ahead of them up to the very teeth of the gun, and how they dropped a can of deadly explosive, hopped on to the cart, and let it coast back down the tunnel, while bullets rattled on the shield like hail and, finally, how the explosive blew up the machine gun and its crew and blocked the passage again—this remarkable story is told by Lieut. C. W. Tilbrook (who was one of the two) in the course of an article, "An Underground Tank," in October MACLEAN'S.

Recently a Toronto newspaper declared editorially that the public was tiring of war books and war stories because of the sameness of them. The newspaper was right. But the public literally devours any story of the war that is new. The series of articles that Lieut. Tilbrook has done for MACLEAN'S has been read with an astonishing amount of interest *because they are different from anything that the public has yet read.* Warfare in the tunnels is a terrible business—grim, silent, cruel. It is a strangely technical phase of warfare and the "sappers" go about their business with queer instruments that might have figured in a Jules Verne phantasy. To read of underground fighting, as Lieut. Tilbrook tells of it, is to get a vision of a new kind of war altogether —something gripping, fearsome and mystifying.

"An Underground Tank," is the best of his series. But, after all, it is only one feature in a long array that makes the October issue of MACLEAN'S one of unparalleled interest.

A STRANGE CHANGE IN WOMAN'S WORLD. By Agnes C. Laut.
The new status of women, arising out of the war, is treated in the powerful style of this famous writer, who came from the Canadian West. It introduces a new thought

CONSCRIPTION AFTER THE WAR. By Brigadier-General A. C. Critchley.
A young Canadian who rose from Lieutenant to General in three years and concentrated the "Critchley Method" of military training, tells what he thinks about the need for compulsory service after the war.

THE LIFE OF MARY PICKFORD, by Arthur Stringer.
The second of a series of articles on Canada's most famous woman. No expense has been spared to produce the beautiful illustrations specially posed for the photographs.

THE FOUR FACTIONS AT OTTAWA. By J. K. Munro.
That the House will split into four, more or less, distinct groups is the guess of the author, a trained political observer. He outlines the reasons, humorously, pungently and impartially. It is a political article on new lines and will be found refreshing.

BONEHEAD BILL—Another Service Poem.
Robert W. Service, most popular of poets, sends all his war verse to MACLEAN'S. In "Bonehead Bill" he depicts the grief of a soldier for his fallen foe.

THE EVENTS OF A MAD WORLD
are summed up in the "Review of Reviews" which gives reprints of the best articles from the magazines of the world. All the best and most important articles are selected—five dollars' worth for twenty cents!

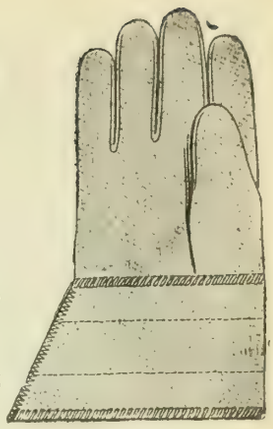
October MACLEAN'S NOW ON SALE At All Newsdealers

20c. PER COPY, $2.00 PER YEAR

THE MACLEAN PUBLISHING COMPANY, LIMITED
143-153 UNIVERSITY AVENUE, TORONTO

TAPATCO
REGISTERED TRADE MARK BRAND

"If My Dealer Hadn't Told Me I'd Never Known Tapatco's Good Points!"



These **TAPATCO** Gloves I've bought save me many a skinned knuckle and grimy pair of hands.
They're worth ten times the purchase price.
He tells me that farmers, teamsters, laborers, mechanics, chauffeurs, railwaymen, lumbermen, in fact, men in every line of industry use and recommend **TAPATCO** Gloves.
TAPATCO Gloves are made in Gauntlet, Knit Wrist and Band Top Styles, in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in tan, slate and Oxford.
Increased production activity will mean lots of **TAPATCO** sales.

Handled by all jobbers

The American Pad & Textile Co.
CHATHAM, ONTARIO

GOVERNOR FASTENERS

FOR BOYS' KNICKERBOCKERS

Saves the boy discomfort, the mother annoyance, because they

HOLD SECURELY
YIELD FREELY ARE
EASILY ADJUSTED

and are

GUARANTEED
TO OUTLAST PANTS

—

NO STRAPS TO TEAR
NO BUCKLES TO FALL
OR BUTTONS OFF

If Hook or Elastic Breaks Write for Another Pair Free

The Governor Fastener Co.
of Canada, Limited
46 St. Alexander St. Montreal

Officers' Shirts

Made up to the standard of workmanship that has so popularized the other Deacon lines.

We are now showing a big assortment of Officers' Shirts in all the popular shades — cream, champagne, khaki, in soisette, flannel and viyella taffeta.

Make arrangements to see these before you lay in your new stock. They're worth examining.

The Deacon Shirt Co.
BELLEVILLE, ONT.

If interested, tear out this page and place with letters to be answered.

Becoming a Bigger Man

WHAT is the difference between some men you know and others known to you? Why are some men earning $3,000 a year and some $30,000? You can't put it down to heredity or better early opportunities, or even better education. What, then, is the explanation of the stagnation of some men and the elevation and progress of others?

We are reminded of a story. A railroad man, born in Canada, was revisiting his home town on the St. Lawrence River. He wandered up to a group of old-timers who sat in the sun basking in blissful idleness. "Charlie," said one of the old men, "they tell me you are getting $20,000 a year," "Something like that," said Charlie. "Well, all I've got to say, Charlie, is that you're not worth it."

A salary of $20,000 a year to these do-nothing men was incredible. Not one of the group had ever made as much as $2,000 a year, and each man in the company felt that he was a mighty good man.

Charlie had left the old home town when he was a lad. He had got into the mill of bigger things. He developed to be a good man, a better man, the best man for certain work. His specialized education, joined to his own energy and labor sent him up, up, up. To put it in another way: Charlie had always more to sell, and the world wanted his merchandise—brain, skill and ability. Having more to sell all the time, he got more pay all the time.

Charlie could have stayed in the old home town; could have stagnated like others; could have been content with common wages. In short, Charlie could have stayed with the common crowd at the foot of the ladder. But Charlie improved himself and pushed himself, and this type of man the Goddess of Fortune likes to take by the hand and lead onward and upward. Almost any man can climb higher if he really wants to try. None but himself will hold him back. As a matter of fact, the world applauds and helps those who try to climb the ladder that reaches towards the stars.

The bank manager in an obscure branch in a village can get out of that bank surely and swiftly, if he makes it clear to his superiors that he is ready for larger service and a larger sphere. The humble retailer can burst the walls of his small store, just as Timothy Eaton did, if he gets the right idea and follows it. It is not a matter of brain or education so much as of purpose joined to energy and labor. The salesman or manager or bookkeeper or secretary can lift himself to a higher plane of service and rewards if he prepares himself diligently for larger work and pay. The small manufacturer, the company director, the broker—all can become enlarged in the nature of their enterprise and in the amount of their income—by resolutely setting themselves about the task of growing to be bigger-minded men.

Specialized information is the great idea. This is what the world pays handsomely for. And to acquire specialized information is really a simple matter, calling for the purposeful and faithful use of time. This chiefly.

One does not have to stop his ordinary work, or go to a university, or to any school. One can acquire the specialized information in the margin of time which is his own—in the after-hours of business. Which means: If a man will read the right kind of books or publications, and make himself a serious student at home, in his hours—the evening hours or the early morning hours—he can climb to heights of position and pay that will dazzle the inert comrades of his youth or day's work.

IF business—BUSINESS—is your chosen field of work, we counsel you to read each week THE FINANCIAL POST. It will stimulate you mentally. It will challenge you to further studious effort. It will give you glimpses into the world of endeavor occupied by the captains of industry and finance. With the guidance of the POST, and with its wealth of specialized information, you, a purposeful man, aiming to go higher in life and pay, will find yourself becoming enlarged in knowledge and ambition, and will be acquiring the bases and facts of knowledge which become the rungs of the ladder you climb by.

It is the first step which costs. But this cost is trivial—a single dollar. We offer you the POST for four months for a dollar. Surely it is worth a dollar to discover how right we are in our argument. If yoou have the will to go higher in position and pay, sign the coupon below.

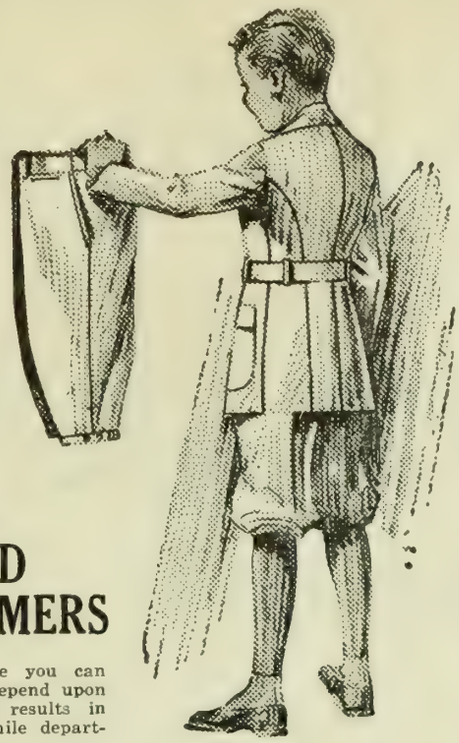
THE MACLEAN PUBLISHING COMPANY, LIMITED,
Dept. M.W.R.—143-153 University Avenue, Toronto.

Send me us THE FINANCIAL POST for four months for one dollar.

Money to be enclosed remitted

Signed .....

.....



LION BRAND BLOOMERS

are a line you can honestly depend upon for quick results in your juvenile department.

See the wide range we now offer you. Every one a winner.

The
Jackson Mfg. Company, Limited
CLINTON, ONT.

Factories: **Clinton, Goderich, Exeter, Seaforth**

"Craftana"

Registered No. 262,00.

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

We offer you unusual values in

Boys' Suits Juvenile Suits and Bloomers— Men's Trousers

It is well worth your while to see these lines now in the hands of our salesmen.

We have a large stock always on hand and every item in our assortments is up-to-date and saleable.

Being specialists on these particular lines we can offer you values unobtainable elsewhere.

HBC BRAND

TRADE MARK

Hoffman Ducoffe & Co.

314 Notre Dame Street West. Montreal

You will save by buying now these goods for next spring

Porous Knit Union Suits—short sleeves and long legs. or short sleeves and trunks	$12.50
White Nainsook as B.V.D. Union Suits	10.50
Bathing Suits—one-piece with skirt grey trim white	12.50
Silk Socks, black and white	6.00
Grey Wool Half-hose	$5.50 to 9.00
English Cashmere Socks	$4.50, $7.00, 10.50

We are Dominion agents for YOUNG & ROCHESTER, manufacturers of Shirts, Neckwear, Dressing Gowns, Flannel Trousers, Factories, London and Londonderry.

TRESS & CO., London and Luton, manufacturers high-class Hats, Sport Caps, Straws, Service Caps and Helmets.

Attractive Military Lines

Caps for C.E.F., R.A.F., and U.S. Army Officers and Cadets.

We carry complete lines: Trench Coats, Haversacks, Puttees, Aviation Helmets, Spurs, Crops and Whips.

"Soldier's Friend" and other polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Slickers, Caps and Khaki Socks.

English Leather Leggings, Sam Brown Belts, Badges for all ranks.

Wreyford & Company

Wholesale Men's Furnishers and Mfrs.' Agents. Military Outfitters

85 King Street West Toronto, Canada

If interested, tear out this page and place with letters to be answered.

Delfosse & Co.

MAKE BUYERS OUT OF PASSERS-BY

Our attractive Display Fixtures, Forms, etc., which are illustrated in our Supplement Catalogue, have been enthusiastically received by the Better Class of Stores.
If you have not our catalogue and latest supplement, please write for them.

DELFOSSE & CO.

Sole manufacturers of Wax Figures, Bust Forms and Display Fixtures in Eastern Canada.

Cor. Craig and Hermine Streets
MONTREAL

PANTS

that are right in Style and right in Value

Men's Pants, Riding Breeches and Lumbermen's Pants, also Puttees.

You needn't take our word for it. See them for yourself and be convinced.
Our man will call whenever you say.

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Say You Saw It
in
Men's Wear Review

Condensed Advertisements

AGENCY WANTED FOR QUEBEC Salary or commission. First-class references. Write A. S., 164 Desfranciscains, Quebec.

I AM PREPARED TO REPRESENT AN established manufacturer, in Toronto and district, on commission. Will consider handling only lines of merit, but will efficiently further and protect the interests here of such a manufacturer. Address, Box 36, Men's Wear Review, Toronto.

DESINGER WHO HAS BEEN NINE YEARS with the largest boys' and children's house in Canada capable of producing fetching novelties and attractive styles. Can produce snappy young men's models. Open for engagement Dec 15th. Apply Box 409, Men's Wear Review, University Ave., Toronto.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER
SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAYNSTERS

The "Made-in-Canada" Rain Coats

DISTINGUISHED FOR STYLE, FIT AND FINISH

As a discriminating merchant, you notice instantly the handsome appearance of DOMINION "RAYNSTERS." They are smart, they are dressy. The styles impress you as they impress your customers.

As a careful buyer, you examine materials and workmanship. You find reliable materials. You see seams that are absolutely waterproof. You note that DOMINION "RAYNSTERS" have a finish equal to the best custom-made coats.

Stronger than all these facts is the house behind the coats —the oldest rubber company in Canada.

Your business success lies in pleasing your customers. You can't afford to handle coats of doubtful quality, that may make trouble, instead of friends, for you.

DOMINION "RAYNSTERS" carry a guarantee label to protect you and your customers. Every coat bearing it is guaranteed to GIVE complete and lasting satisfaction.

DOMINION "RAYNSTERS" come in scores of attractive patterns, enabling you to make an unusually effective display of these popular lines.

Write to our nearest branch for latest price list and style book.

Canadian Consolidated Rubber Co.,
Limited

Head Office: MONTREAL

Service Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria.

Tooke COLLARS

the "HAMPTON"

A NEW COLLAR CREATION BY TOOKE. THE ACCEPTED STYLE FOR FALL AND WINTER.

Tooke collars, for more than forty years, have always set the highest standards of style, quality and workmanship in collar manufacture. ¶ Tooke collars possess a touch of refinement that is not to be found in those of ordinary makes.

ALL LEADING STORES SELL THEM

MADE IN CANADA

TOOKE BROS. LIMITED *Makers*

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII. PUBLICATION OFFICE: TORONTO, NOVEMBER, 1918 No. 11

Note Our Patented
Sure-to-Slip Neckband

A T REID

SCARF DE LUXE

A wonderfully colored pattern on extra heavy silk, one of many designs in our Christmas selection. Price, $24.00 the dozen. Others from $6.00 to $30.00.

A. T. Reid Co., Limited, Toronto

Makers of Better Class Cravats

For the Credit of Canada!

BUSINESS is good in Canada. More men and women are now employed than at any other period in our country's history.

Many millions of dollars are being expended annually in Canada.

A large proportion of this money is paid out in wages—large sums go to our farmers.

Our well-paid workers and our prosperous farmers turn over much of their large incomes to the merchants from whom they obtain their household and personal requirements.

* * *

But there is another side to the picture.

For four long years we have been defended by an army so brave and so well-equipped that it is called, with reason, "The most formidable weapon of its size on any fighting front."

To maintain that army costs money—and the money must continue to come from the Canadian people.

Not as a gift—but as a loan.

* * *

The merchants of Canada must subscribe their share of that loan—must provide their fair proportion of the money that is to maintain our fighting strength, our industrial activity, and our farm prosperity.

You know that Canada cannot continue her splendid effort without money, the super-weapon in this war.

You know that Canada's Victory Loan 1918 provides an opportunity of lending your money to help win the war—and it will come back to you plus a high rate of interest.

Be ready then—to buy Victory Bonds
Buy all you possibly can

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.

120

Coppley, Noyes & Randall, Limited

Hamilton - Ontario

Place Your Sorting Orders Now for Boys' and Young Men's Clothing

THE young fellows require new clothing more often than their older brothers. The muscle building pastimes of the young are clothes destroying.

YES, the boys and young men will be back for new suits very shortly. They will need the clothes. They will have the money to buy and yours will be the business if you can satisfy with

Our Collegiate Clothes for Youths and Boys

Long Trousers or Bloomer Styles

THESE Collegiate Clothes have the snap the young fellows want. See the models illustrated on the opposite page. Those are but a few of the clean-cut models we offer.

ORDER at once to cover the larger Xmas buying which you are going to experience; and order your full wants in Suits and Overcoats for Spring. Fabrics and price are now better than they will be later. Immediate covering of requirements is wise.

BUY BONDS

AND URGE OTHERS TO BUY

Upon the success of the present Victory loan depends, in considerable measure, the successful termination of the war; and the successful prosecution of business upon which the success of the country is based.

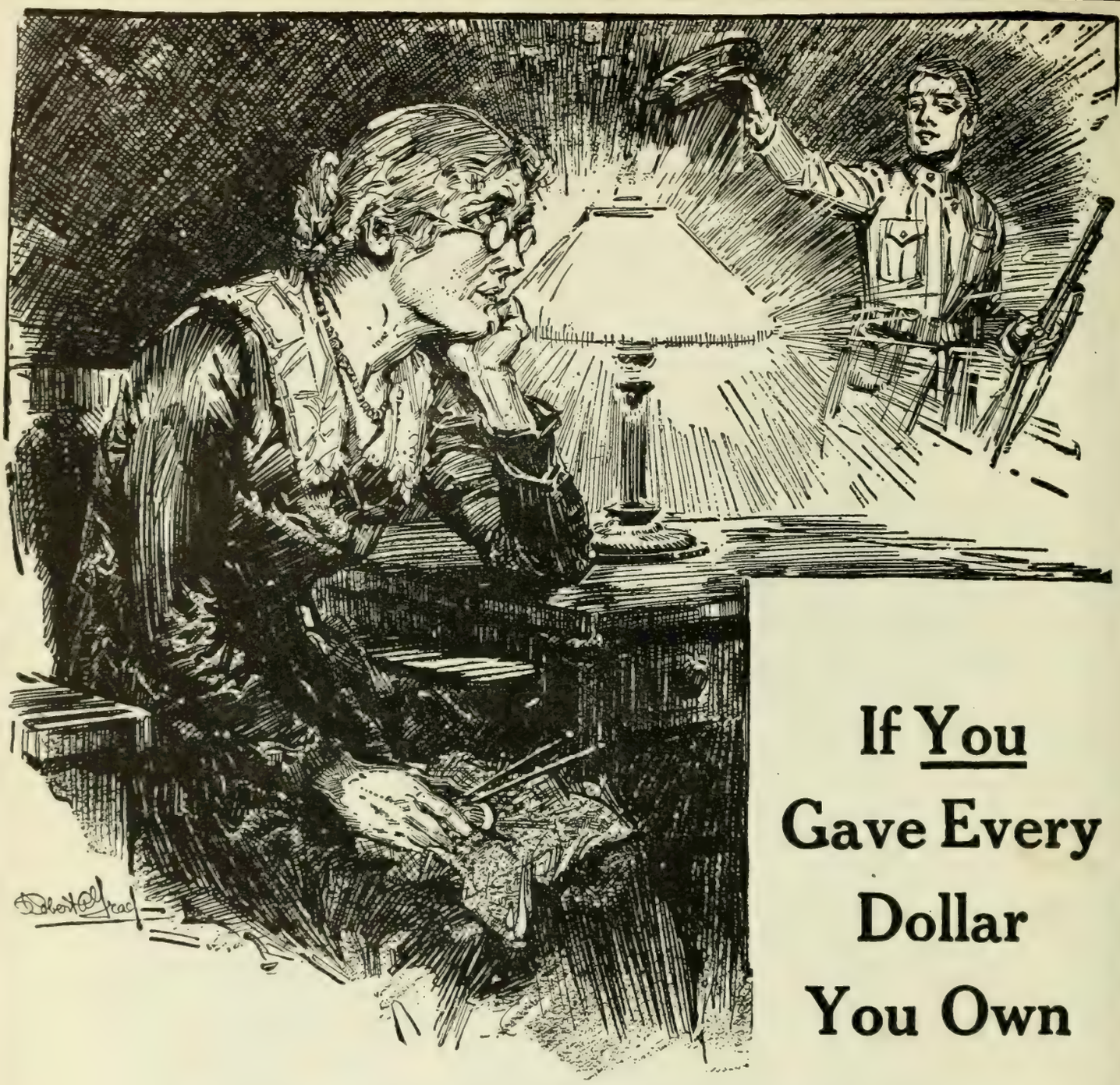
BUY AND URGE BUYING.

Our salesmen are now out. Appointments should be made at once. All orders taken will be filled.

Coppley, Noyes & Randall, Limited

Hamilton - Ontario

If interested tear out this page and place with letters to be letters to be answered.



If You Gave Every Dollar You Own

how little would the sacrifice be compared to theirs.

We are not asked to give. We are asked only to *lend*. To lend at good interest secured by the best collateral on earth.

Victory Bonds

THIS SPACE DONATED BY

FASHION CRAFT MFRS.

LIMITED

MONTREAL

If interested tear out this page and place with letters to be answered.

Milne's Neckwear News for November

¶ Let us all for this month focus our attention on

The Victory Loan

¶ Let us all subscribe to our limit, and push the loan in every way we can.

¶ This loan is needed that we, as a nation, may pay our bills and continue to hold our head high—unashamed.

¶ This loan is needed that we may make the most of the coming victory; that we may keep Canada's name in the forefront.

BUY BONDS

WILLIAM MILNE

50 York Street, Toronto

New lines continually arriving. *Always inspect the Milne Offerings.*

If interested tear out this page and place with letters to be answered.

On to Victory

WITH

Carhartt Overalls

Worn "Over There" and Everywhere

BUY VICTORY BONDS

during November. No safer investment can be made than to put your money into Government Bonds.

BuyVictoryBonds

Hamilton Carhartt Cotton Mills, Ltd.

Toronto Unit

TORONTO MONTREAL WINNIPEG
VANCOUVER (LIVERPOOL, ENG.)

If interested tear out this page and place with letters to be letters to be answered.

CANADA'S LARGEST AND OLDEST TAILORING INDUSTRY

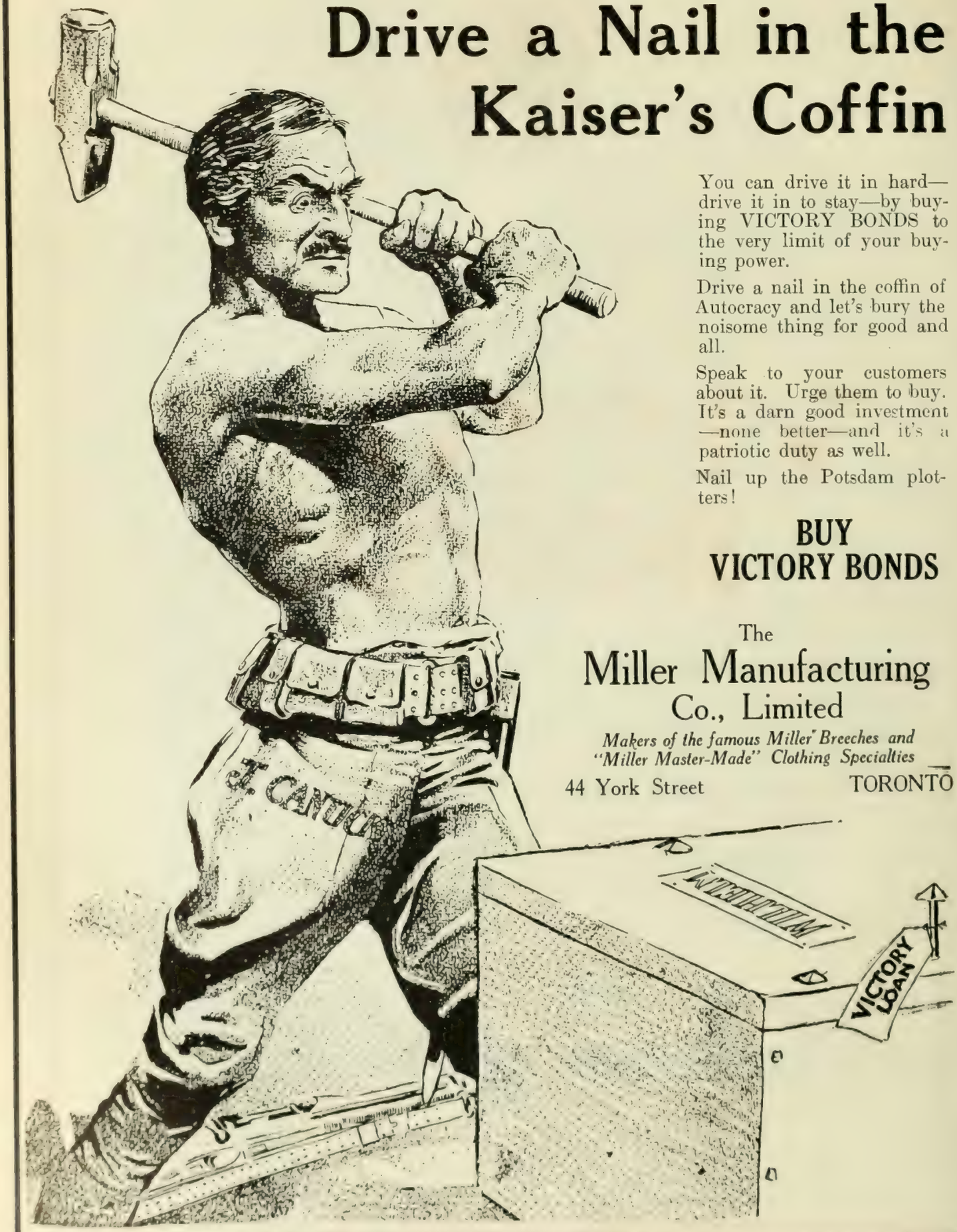
INSTITUTION ESTABLISHED 1885

Put Your Money into VICTORY BONDS

and take on the Hobberlin Agency, which needs no capital investment

The House of Hobberlin
Limited
Toronto, Canada

Drive a Nail in the Kaiser's Coffin



You can drive it in hard—drive it in to stay—by buying VICTORY BONDS to the very limit of your buying power.

Drive a nail in the coffin of Autocracy and let's bury the noisome thing for good and all.

Speak to your customers about it. Urge them to buy. It's a darn good investment—none better—and it's a patriotic duty as well.

Nail up the Potsdam plotters!

BUY VICTORY BONDS

The
Miller Manufacturing Co., Limited

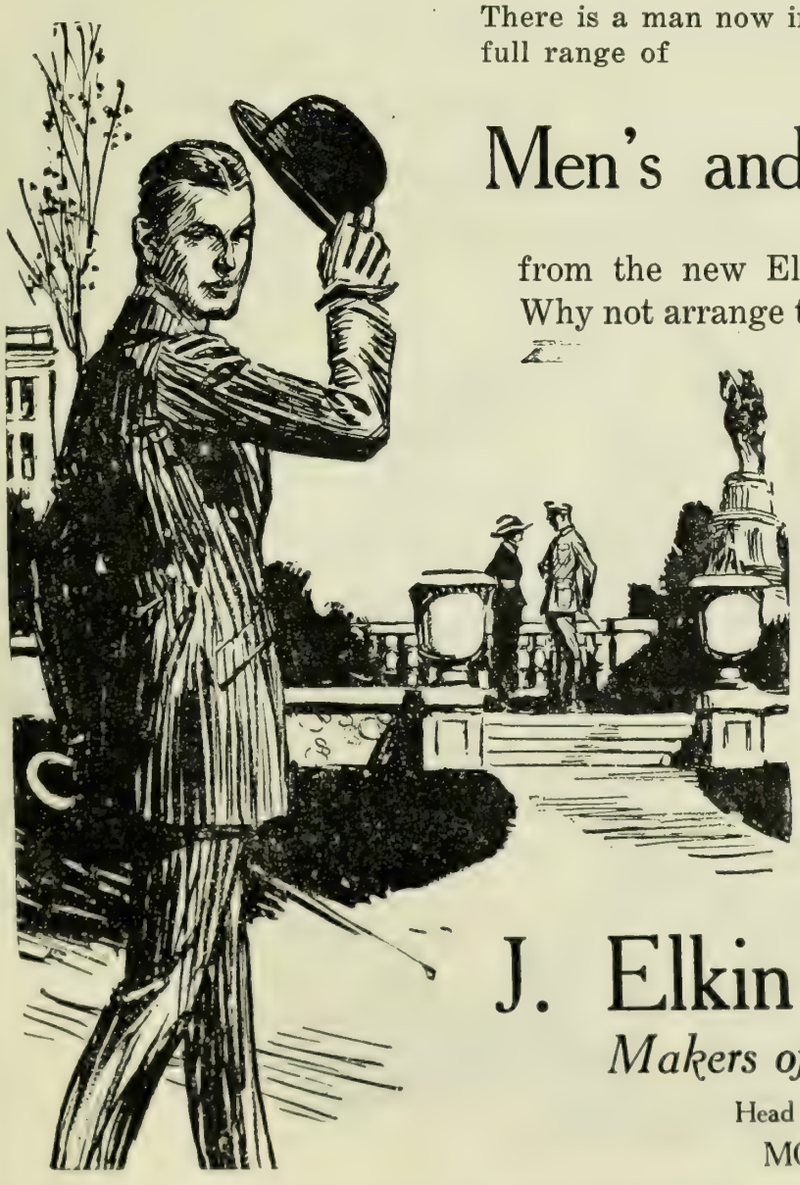
Makers of the famous Miller Breeches and "Miller Master-Made" Clothing Specialties

44 York Street TORONTO

If interested tear out this page and place with letters to be answered.

When the Buying Impulse is dominated by Quality

as it is to-day the excellence of fabric and tailoring so apparent in **Elk Brand Clothes** is no mean factor in the development of a bigger business.



There is a man now in your territory with a full range of

Men's and Boys' Suits

from the new Elk Brand assortment. Why not arrange to have him call. You can then look them over and judge for yourself whether they excel, as we claim they do excel, in Style and in Value.

Arrange through us by post card.

J. Elkin & Co., Ltd.

Makers of Elk Brand Clothes

Head Office and Salesrooms:
MONTREAL, QUE.

We are going to

Win This War

The victory, like everything worth while in life, will require sacrifice, self denial, ungrudging effort.

In defense of Liberty, Justice and Civilization, we must use every weapon at our command. And not the least of these is money. Never in the history of the world has there been a truer cause. Invest in

Victory Bonds

ALPHONSE RACINE, LIMITED

Everything in Men's Furnishings

60-82 ST. PAUL STREET WEST, MONTREAL

Factories: Beaubien St., Montreal; St. Denis, St. Hyacinthe

Sample Rooms: Ottawa, Three Rivers, Sherbrooke, Sydney, N.S. Toronto, 123 Bay Street

If interested tear out this page and place with letters to be letters to be answered.

Broadway BRAND

Clothes
for exacting men

NOVEMBER, 1918 BIG BUSINESS

There can be no evading the issue

BROADWAY CLOTHES offer the public such remarkable values both in fabric durability and style that retailers who handle this line are bound to build a profitable and permanent business.

We anticipated the situation existing to-day and by careful and judicious purchasing are in a position now to offer the trade very attractive values in up-to-the-minute suits and overcoats for Spring, 1919.

An early examination is advisable and the earlier your order is received the better delivery you can depend upon.

Look into the BROADWAY proposition anyway. It doesn't cost you anything and we think we have the styles and values you are looking for.

Have our man call

RANDALL and JOHNSTON
LIMITED

TORONTO

OVER THE TOP

Don't Leave it to Luck
Over-subscribe the
Victory Loan

THIS ADVERTISEMENT IS PUBLISHED BY

VAN ALLEN COMPANY, LIMITED

HAMILTON, ONTARIO

Manufacturer of Star Brand Shirts and Neckwear

SAMPLE ROOMS:

TORONTO WINNIPEG VANCOUVER CALGARY QUEBEC ST. JOHN, N.B. HALIFAX

MONTREAL, 153 Notre Dame Street West

Over the Top!

Let's lend the way they fight

Let's put our backs into this Victory Loan. Let's put it "Over the Top." Let's show our splendid fighting men that we are backing them on the last lap to final victory.

And urge your customers to buy. Urge your Boy Customers to buy Bonds. They've got the money and they'll be better customers if they become investors.

Bonds Prevent Bondage

The W. J. Keens Company, Limited

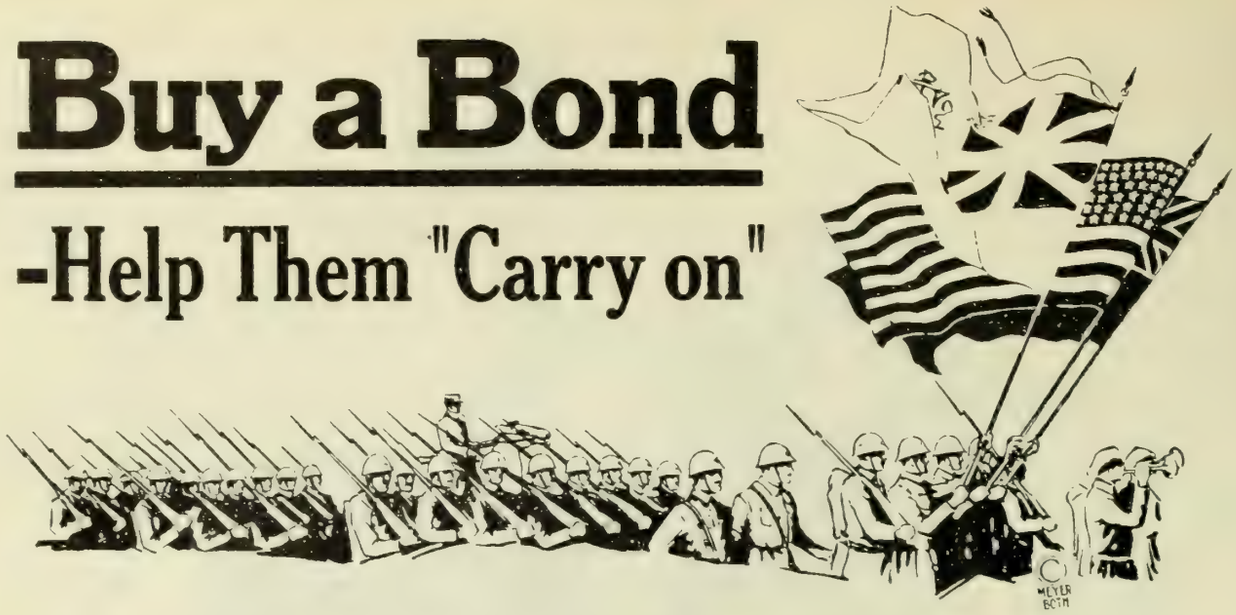
Makers of "Avenue Brand" Clothes

259 Spadina Avenue - Toronto

If interested tear out this page and place with letters to be answered.

Buy a Bond

-Help Them "Carry on"



Our armies and the armies of our Allies are marching on to final Victory. Will you not help Canada to back her fighting men by doing your share to assure the success of this new Victory Loan?

Share in the Glory of Victory By Buying Victory Bonds

Let that be part of your share in helping the boys at the front. The money will filter back into your pockets again through various channels because *every cent of it will be spent in Canada.*

It is one of the best investments you can make. You maintain your self-respect and help the boys at the front; you get the money back in wages or profits from expenditures here; *you get* 5½% *interest and you get the principal back.*

Show the same sound business sense in buying your new stocks of Underwear.

ATLANTIC UNDERWEAR is unshrinkable, neat appearing and snug fitting. It will boost your sales and your profits too.

Give it a trial.

Atlantic Underwear Limited

Moncton, N.B.

If interested tear out this page and place with letters to be answered.

The Poster is Pulling Hard

A NUMBER of dealers who have been interviewed are enthusiastic about the Gillette poster. It is not necessary to say that they are more interested in cash returns than in artistic merit.

The immediate result of the poster display from coast to coast is the number of orders received for the quickest possible delivery.

Evidently dealers are feeling the pull. It is an auspicious opening for the Christmas selling season—the harvest season for aggressive dealers.

What are you getting out of it?

A Word About Cartons

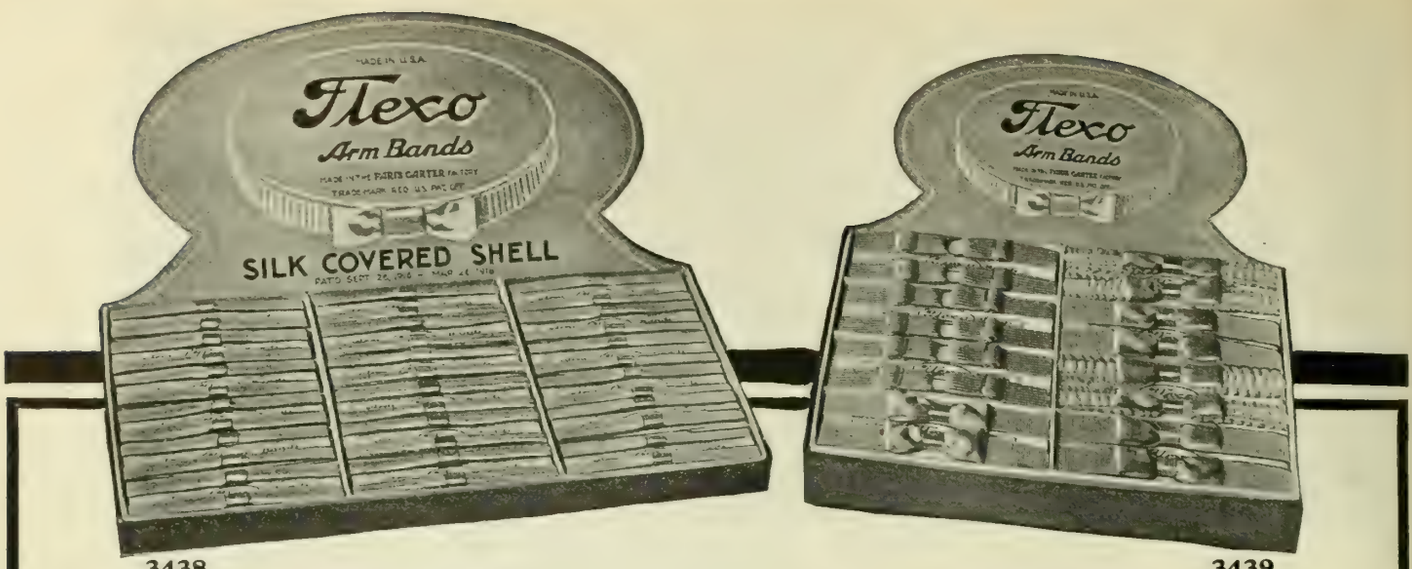
We suggested recently that *cartons* of blades could be sold to customers with friends or relatives overseas. This gives the customer a supply so that he or she may slip a packet in letters going overseas.

There is a well-founded impression abroad that a shortage of blades is imminent. The demand on us for blades is strong.

The Gillette Safety Razor Co.
of Canada, Limited

Office and Factory---65-73 St. Alexander St., Montreal

If interested tear out this page and place with letters to be answered.



3438 3439

Here are the two latest assortments of PATENTED SILK COVERED SHELL Flexo Arm Bands

A Decided Success!

After years of experiment, the patented silk covered shell Flexo Arm Band was perfected in our effort to produce a shell Arm Band on which no metal parts were exposed. The "No Metal Can Touch You" feature has been a decided success in Canada ever since its introduction a year ago.

The New Assortments

We are confident that the two new assortments illustrated above and described below—will be most popular sellers. The Arm Bands are all of the standard FLEXO Quality—which guarantees satisfaction to the wearer: perfect comfort and approved style.

Co-operate—Mail Your Order

These assortments will mean many an extra 15 cent or 25 cent sale for you. Every sale counts today, especially when it represents a worth while profit to you and something better than usual for your customers.

Order of your jobber by mail today. The prices are reasonable and allow you a good profit. Don't wait for salesmen to call with samples. Remember hundreds of the jobber's salesmen are with the Colors. Those who are left are curtailing their traveling to keep the roads free for fighting men and materials. Your jobber is ready to serve you. Co-operate with him—by mailing your order today. Order a liberal supply. Write us if he cannot supply you.

DESCRIPTIONS

No. 3438

Contains three dozen assorted Silk Covered Shell Flexo Arm Bands: One doz. each Nos. 906-931-932 assorted ⅜" cable and honeycomb elastic and oval braid. You can sell these readily at 15¢ a pair, make a good profit and give your customers the most serviceable arm band procurable at the price.

No. 3439

Contains two dozen Silk Covered Shell Flexo Arm Bands: ⅔ dozen each of No. 936—Fancy Weave White Tufted Centre elastic braid, with colored edge and silk bow to match; No. 924-⅜" 200% stretch Ridgeweave elastic, large silk bow to match; No. 918—plain braid with tufted centre, satin bow to match; good sellers at 25¢ per pair.

A. STEIN & COMPANY

MAKERS

Chicago Children's **HICKORY** Garters New York

If interested tear out this page and place with letters to be answered.

Thrift Will Win The War

"BUY VICTORY BONDS"

Thrift Will Win The War Now—

and will form the basis for our prosperity as individuals and for our power as a nation.

SAVE---and buy Victory Bonds

This Space Donated to Winning the War by

Fit-Reform

E. A. SMALL Company, Limited

112 Beaver Hall Hill, Montreal

We are open to make appointments in towns where we are not now represented

Buy Victory Bonds Now

You can buy clothes any time.

It's a 3 to 1 bet that the new "Victory Loan" will be over-subscribed if every person in Canada who wears ART CLOTHES COOK BROS. & ALLEN LIMITED will only buy a bond.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO

If interested tear out this page and place with letters to be letters to be answered.

The Very Newest Style Features

Will always be found in

ACME
TRADE MARK

Painstaking correctness in every operation ensures that every pair will be absolutely satisfactory.

New *FALL* and *WINTER* lines, also complete range for *SPRING* now being shown by our Travellers.

Let us know your *CHRISTMAS* wants for immediate delivery.

Buy Victory Bonds

ACME GLOVE WORKS, LIMITED

MONTREAL

If interested tear out this page and place with letters to be letters to be answered.

Handle all your cash and records by machinery

A National Cash Register system will take care of every detail of your store records. It will enable you to handle all your cash and records by machinery. Every sale—cash or charge—is accurately recorded.

At the end of every day a glance at the register shows you the exact amount of your sales. The register also gives a printed record of every charge, received on account, or paid out transaction. It shows you how much cash should be in the drawer.

The N. C. R. system saves times, saves money and conserves labor. It stops store leaks. It makes you careful, and your employees careful.

National Cash Registers help merchants overcome war-time troubles

---

Department No. C14

The National Cash Register Company, of Canada, Limited, Toronto, Ont.

Please give me full particulars about an N.C.R. system for a men's wear store.

Name .....

Address .....

We looked for
a hearty reception for

"Style Clothes"

and we got it.

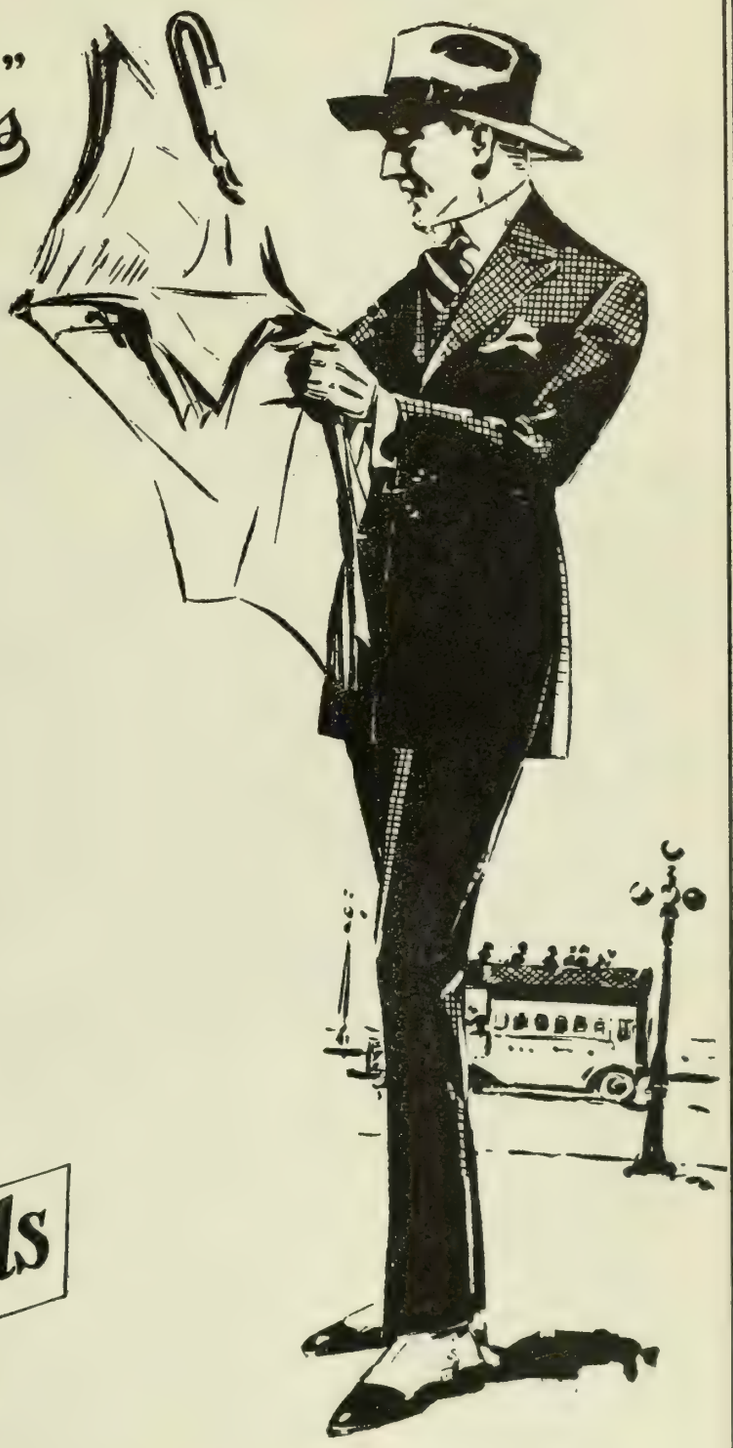
Launched to fill a real long-felt want, STYLE CLOTHES have already won their welcome in hundreds of the best retail shops the country over.

STYLE CLOTHES without being freakish or extreme are the "right up-to-the-minute stuff" that particular young men want.

When you think of how the right kind of garments built on the STYLE CLOTHES principle will satisfy your trade you can vision the possibilities of being the one store in your city to have them.

Samples at once.

Write for them.



The

Wearbest Clothing Manufacturing Company

Makers of Stylish Clothes for Men and Younger Men

149 Notre Dame Street W., Montreal

Men of the Nation
Men at the plow and men at the throttle, who perform the heavy tasks of the nation, find the rugged strength their work demands in
KITCHEN'S
"Railroad Signal"
OVERALLS
The requirements of the hardest workers are considered in the making of Kitchen's Overalls. The material is genuine and long wearing. Strongly stitched and reinforced where the wear comes hardest. Kitchen's Overalls are comfortable and neat to wear
Made expressly to endure hard work
Union Made
The Kitchen Overall & Shirt Co.
LIMITED
Brantford Ontario
10

Built to Last
Mechanics, Farmers and others, whose work is heavy and hard on clothing, demand a garment that is specially made to meet their needs and built to last. Comfort, neatness and durability are found in
KITCHEN'S
"Railroad Signal"
OVERALLS
Kitchen's overalls are strongly reinforced with double and triple stitching where wear comes hardest. The bib comes up high and fits snugly. The pockets have an extra band to make them strong and keep them from sagging
Union Made
Made only by
The Kitchen Overall & Shirt Co.,
Brantford Ontario Limited

Stands the Test
The extra strong stitching, double reinforcing and the endurable material that is used in making
KITCHEN'S
"Railroad Signal"
OVERALLS
gives a garment that stands the test of the hardest kind of work
Kitchen's overalls are comfortable to wear and fit like a tailored suit
It's economy to buy a suit of Kitchen's. They last longest. Ask your dealer for a suit or write us
Union Made
The Kitchen Overall & Shirt Co., Limited
Brantford, Ont.
17

The New Work-Shirt
The Mechanic, Farmer or Engineer has a new standard of value in buying a work-shirt. He wants this open front work-shirt that is more convenient to put on, eliminates all ripping and tearing, and is more comfortable to wear than the ordinary work-shirt
Maintained quality, increased worth and assured wear is found in
KITCHEN'S
"Railroad Signal"
SHIRTS
This open front work-shirt with its enduring cloth double and triple stitching, strong seams and real wearing comfort represents genuine superiority. Workmen seeking comfort, good wear and convenience in a work-shirt always look for Kitchen's open front work-shirt
We are the only makers in Canada of this "Railroad Signal" Open Front Work-Shirt
The Kitchen Overall & Shirt Co., Limited
Brantford Ontario
11

New Shirt for Rough Work
The comfort, convenience and long service of work shirts demanded nowadays by all classes of tradesmen is found in
KITCHEN'S
"Railroad Signal"
SHIRTS
This open front shirt is a real comfort to the wearer. It prevents all the ripping and tearing that occurs when getting into an ordinary shirt
Made to wear long even and give comfort
The Kitchen Overall & Shirt Co., Limited Brantford, Ontario

Value First Sales Next

TO-DAY thousands of people in Canada have donned overalls and work shirts, who have never really worn working attire before.

These people look for value, comfort and service in the clothing they buy. We have strained every point to bring the quality and workmanship of our overalls and shirts up to the standard required by these people. This standard of value is found everywhere throughout

KITCHEN'S "Railroad Signal" OVERALLS AND SHIRTS

Furthermore, this means increased trade for you. You have newcomers to your store, and to bring them faster, we are co-operating with you in the matter of advertising.

Advertising will pay you, and will pay us and pay the customer who ultimately buys our goods, on account of the increased quality he finds in them.

Our newspaper advertising, which is reproduced here, will pay you. It will increase your sales, and it is to your interest to handle goods that are well advertised. We want you to feel that we are co-operating with you. We try to turn over goods faster for you, and we ask you to give us your interest in this combined effort.

A trade-building reputation both for you and for us is the dominating character in the policy behind Kitchen's "Railroad Signal" Shirts and Overalls.

We will be glad to hear from progressive, wide-awake dealers who want a line that insures permanent customers.

Write to-day.

The Kitchen Overall & Shirt Co.

LIMITED

Brantford - Ontario

101

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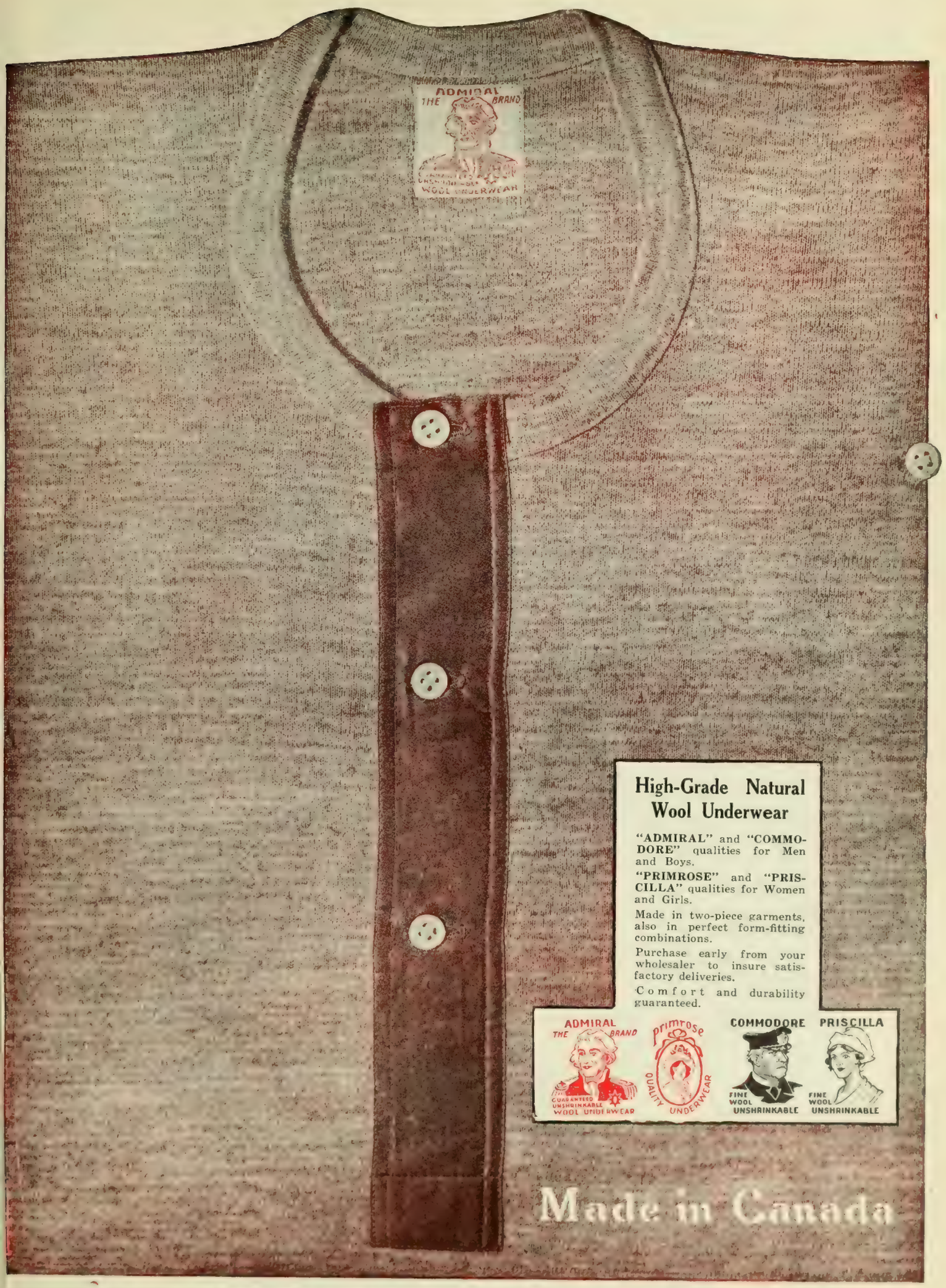

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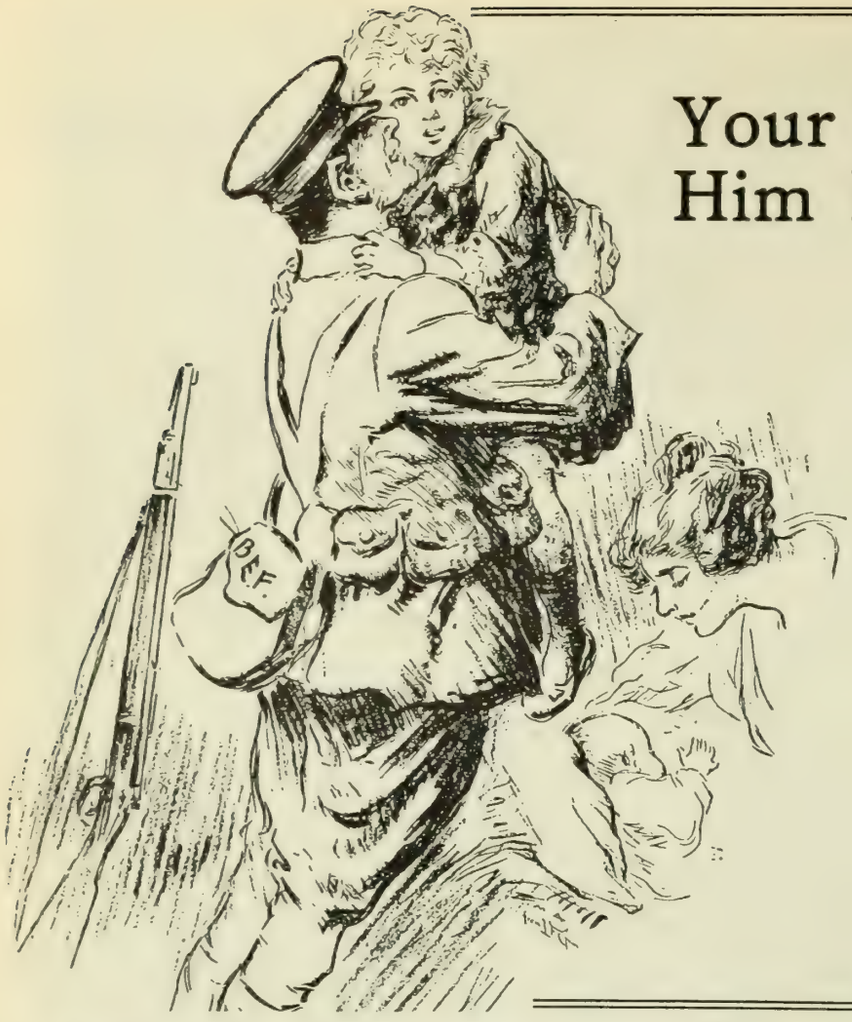


Your Bond May Bring Him Home in Safety.

CANADIAN fathers are on the battle fronts of France. Many must fall; how many depend upon us who remain safely at home.

A single Victory Bond will help to save a soldier's life, **your** soldier's life, and bring him home to you—alive and victorious.

Donated by

J. B. Goodhue Co., Limited

Manufacturers of the

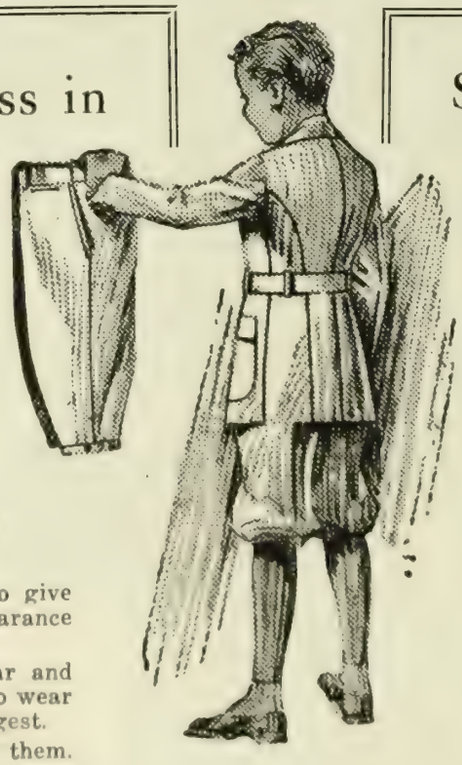
"Star" Brand Overalls, Coats, Shirts, Pants, Etc.

MONTREAL
211 Drummond Bldg.

OTTAWA
76 O'Connor St.

Speed up business in your juvenile department by stocking

LION BRAND BLOOMERS



Lion Brand Bloomers are made to give the wearer satisfaction in appearance as well as in wearing qualities.

They are made to stand the wear and tear of energetic boyhood—made to wear longest where the wear is strongest.

They are money-makers, too. Try them.

Speed up Peace with Victory by buying

VICTORY BONDS

Buying Victory Bonds is good business. There is no safer investment available. And every Bond you buy is another nail in the Kaiser's coffin — another step nearer the finish of the war.

So get under it, Mr. Merchant. And boost it to your trade. A successful Victory Loan will benefit **your** business because it will benefit business as a whole.

The Jackson Mfg. Company

CLINTON, ONTARIO

Factories at Clinton, Goderich, Exeter, Seaforth

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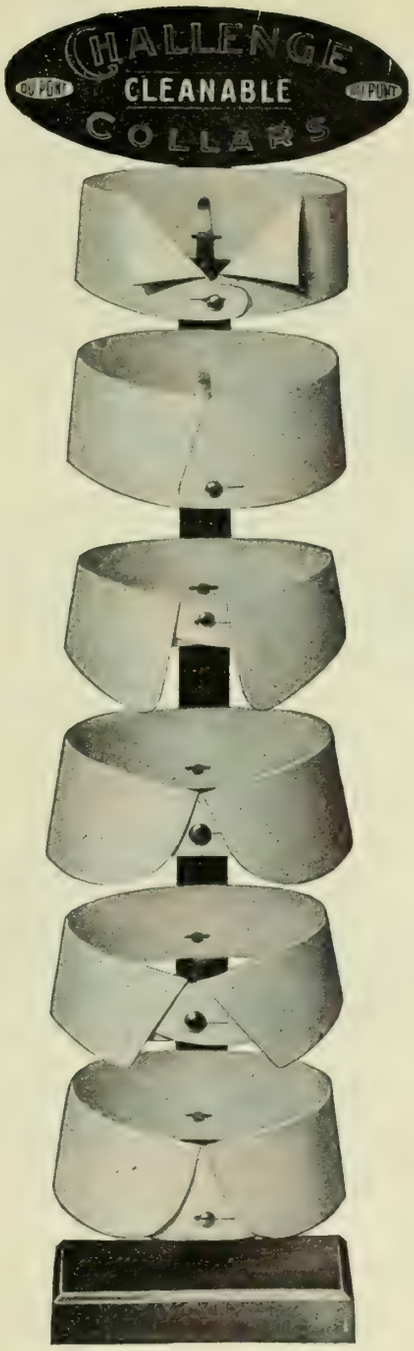


SENT FREE TO OUR DEALERS

A New Display Stand To Help You Sell More

CHALLENGE CLEANABLE COLLARS

An attractive Collar Rack, well displayed, sells more merchandise than all the collar boxes in your store.

Send for one of these handy stands. Finished in mahogany with gold and red lettering on the top. An eye-catcher that greatly reduces sales effort.

Costs you NOT A CENT. Just one of our service ideas to help you sell more Challenge Cleanable Collars.

Write now while you have it in mind.

DU PONT DU PONT

The Arlington Company of Canada

Limited

76 Bay Street, Toronto

Read Building, Montreal

Travellers Building, Bannatyne Street, Winnipeg

THE Lang SHIRT

"The Line of Unusual Values"

Offers Splendid Values Now

For months we have been sounding a note of caution, for we fear speculative buying may hinder rather than help many merchants. Yet there is no doubting the upward movement of prices. You can buy to better advantage now—both as to quality and price—than will be possible later.

BUY VICTORY BONDS

The over-subscription of this issue is necessary to keep Canada's factory fires burning—to assure Canada's farmers a big, profitable market. The over-subscription of the Victory Loan means continued prosperity, and continued prosperity means Victory.

Buy to cover your needs, and take delivery. This will place you in a favorable position both as regards Shirts and Boys' Blouses.

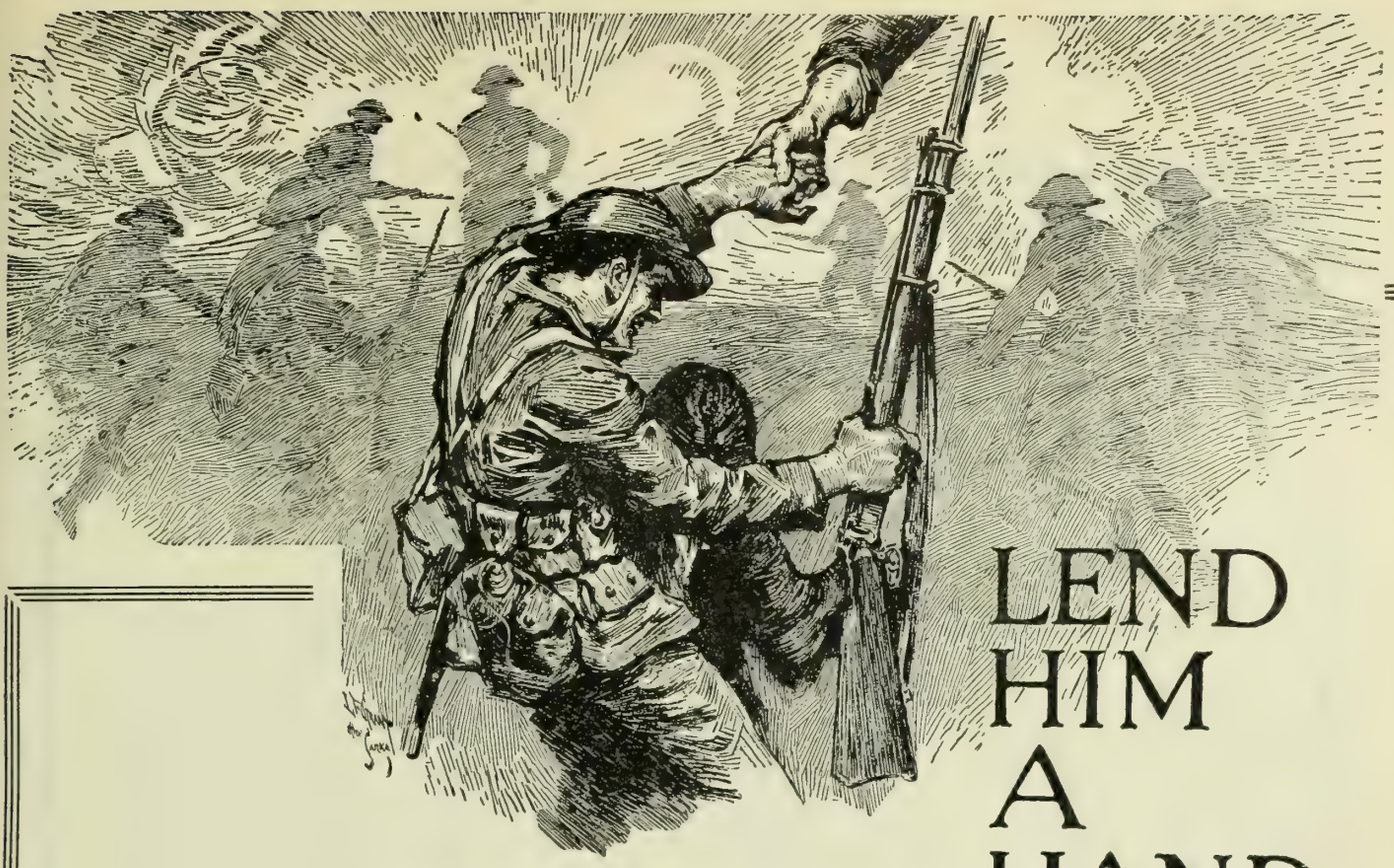
REMEMBER WE WILL USE YOUR LABEL

If you want your own name on your shirts we will gladly co-operate.

We will put your name on a shirt which will make that name stand for Shirt quality

The LANG SHIRT CO., Limited

KITCHENER, ONT.



LEND HIM A HAND

WE dare not delay the VICTORY now. Canadian lives are at stake, our own safety, the safety of the whole world. If we are not to prolong the slaughter and the suffering, if we are not to risk defeat, or an inconclusive peace, we must act quickly; we must put forth our every effort now.

The army is doing its part. We are going to do our share to maintain an army large enough so that, with our Allies, we can drive the German hordes back across the Rhine—so that we can win the decisive VICTORY that will make Canadian freedom safe, and establish a just and lasting peace.

But the whole nation must take part. Our army in France is looking to us to furnish it, in ever greater abundance, the ordnance, the munitions, the supplies that will make VICTORY possible. We must not fail.

The Victory Loan is our share in the winning of this war. Upon it depends the safety and success of Canadian soldiers in France.

Lend Him a Hand!
Buy All the Bonds You Can

THIS SPACE DONATED BY

Peck's

JOHN W. PECK & CO., LIMITED

Manufacturers of

Men's and Boys' Clothing, Shirts, Caps, Etc.

MONTREAL WINNIPEG VANCOUVER

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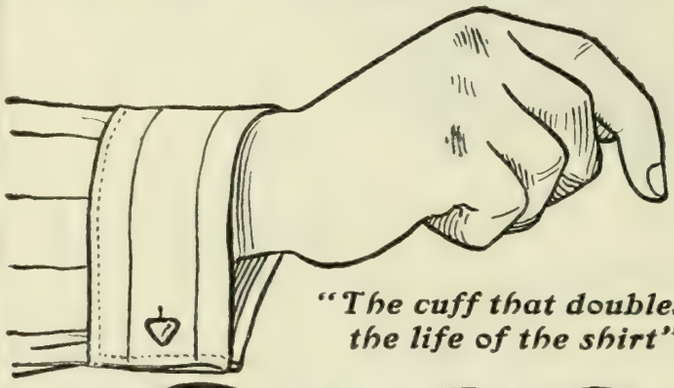
Stop that Fray!
But How? You Say.

The cure is there,
Wear "Double Wear"



"The cuff that doubles the life of the shirt"

W.G.&R.

TRADE MARK

DOUBLE WEAR CUFFS

Patented 1918

The cuffs wear out long before the body of the shirt. Because the Double Wear Cuff divides the wear between two separate pieces of fabric, the new W.G. & R. shirts give twice the service. They cost no more than good shirts should.

ASK YOUR HABERDASHER

207

One of our advertisements in the new series that is appearing in leading newspapers in Canada.

Cash In On Our Advertising

The strong national publicity campaign featuring the new "Double Wear Cuff" provides a big opportunity to wide-awake dealers to increase their shirt sales.

The "Double Wear Cuff" has made good. All that is necessary to cash in on our advertising is to have a large enough stock to meet the demand.

How is your stock?

The Williams, Greene & Rome Co., Limited

Factory and Head Office: KITCHENER, ONT.

Branches at MONTREAL, TORONTO, WINNIPEG, VANCOUVER

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8 TORONTO, NOVEMBER, 1918 No. 11

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Editor and Manager*

A. B. Caswell, *Montreal Representative.* C. W. Byers, *Western Representative.*
W. H. Waram, *Toronto Representative.*

CHIEF OFFICES.

CANADA—Montreal, Southam Building, 28 Bleury Street, Telephone 1004; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 1207 Union Trust Building, Telephone Main 3449.

GREAT BRITAIN—LONDON, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y.; Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States $2.50 a year; other countries, $3.00 a year; Single Copies, 20 cents. Invariably in advance.

The Nobby Cap of Quality

Maritime

Maritime Cap Limited

Moncton, N.B.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VIII. TORONTO, NOVEMBER, 1918 No. 11

Golden Years Coming for Men's Wear Trade

Facts—and There *Are* Facts to go on—Indicate Splendid Business Will Follow the Coming of Peace—There Will be Work For All—Goods Will Still be Scarce and Good Stocks Will Have Great Value

By GORDON RUTLEDGE

TWO banner years coming for the men's wear trade.

Events of the past month have caused merchants and manufacturers alike to peer earnestly into the future; to search in the events of the day and in the events of yesterday for indications as to the events of to-morrow. Should peace come quickly what? Should peace not come for some time what? What will the coming months bring in a business way? Will there be triumph or disaster; or will there be only more hard sledding, with some small triumphs, an occasional near disaster? Will there be the daily striving which has marked the past four years? What do the coming two years hold out?

It is this question that MEN'S WEAR REVIEW has found upon the tongues of practically all in the trade, and it is this question that it hopes here to answer, at least in part. Nor is the answer an unpleasant one to give, for the facts lead to the belief—and there are real facts to build upon—that the coming days are to be golden days; that the men's wear trade has passed through certain sloughs of despond and has won through to good firm business ground. The coming two years, it would seem, are to be big years for the men's wear trade.

PEACE PROBABLY FAR OFF

Less than three weeks ago, at this writing, Germany made its peace proposals. Since then there has been an exchange of opinion which has made it abundantly clear that only a just—a triumph—peace will be considered by the Allies. Whether or not the Germans are ready in the near future to knuckle down to such conditions as such a peace will necessitate remains to be seen. Perhaps it is wisest to look upon peace as something still quite far off. Yet, as careful business men, merchants engaged in the handling of men's wear are looking forward with delight to the day when peace comes, and at the same time with some uncertainty. They know pretty well how conditions will be before hostilities cease. Munition and other war work will keep money in circulation. There will be people to whom goods may be sold, and people with money to buy; but after peace what? What will the new conditions be? Will there still be people with money to buy? Will there be goods firm enough as to price to be safely carried?

It is with a good deal of hesitation that MEN'S WEAR REVIEW writes of these after-the-war conditions, but after going into the matter with manufacturer, wholesaler and retailer the facts seem to indicate clearly that as far as the men's wear trade is concerned the after-the-war conditions are going to be good.

WILL PEACE SEE UPSET SIMILAR TO START OF WAR?

TIMES without number there has been made the statement that peace will bring in its wake an upset — an attack of nerves — similar to that by which the declaration of war was followed. There is reason to doubt the accuracy of this forecast, for there is one great difference between the two events—a difference often overlooked. The declaration of war came out of a clear sky. It shook a world awake. It stupified and stunned. It opened the doors to what—no man knew. But peace—why for four long years statesmen and soldiers, potentates and business men have known *that somehow, some day peace was coming. Peace,* will come in the fullness of time as the looked for blessing. It will find a world prepared. In times of peace we did not prepare for war, and it may be truly said that in times of war our government has not prepared for peace; *but our business men have.* Overnight our executives had to turn their pruning hooks into swords; but the moulds to turn the swords back into pruning hooks are already made.

This brings up the question of the munition worker and the upheaval which the cessation of munition activities is predicted as certain to bring. Will there be such an upheaval? A period of readjustment, yes; but will there be an upheaval?

WHAT OF THE MUNITION WORKER?

It has been estimated that some 140,000 people

are now engaged, throughout Canada, in munition work. The number is large, yet there seems no reason why the termination of orders for shells should throw these workers overnight out of employment. The executives engaged in these munition plants don't want to shut down when war ends. They want, and intend, to keep the factory fires burning and to this end have they been setting aside sums which will enable the readjustment of their plants so that these will be suitable for the work of peace which will give piece-work to thousands.

The executives in charge of these plants have not only been setting aside sums for the reorganization of their plants, but they have been thinking, listening, with ear to ground to detect what the after-the-war demand will be; so that they may be prepared at the right time to make the right goods in the right way.

AFTER THE WAR WORK WILL BE ALL INCLUSIVE

AND what will this after the war demand be? What is the work to which those 140,000 munition workers will turn—and to which will turn also the 400,000 soldiers who will, thousand by thousand, come back to Canada?

That work embraces almost everything—everythings Canadians did before the war, and hundreds of things Canadians have since learned to do.

We read of Baron Shaughnessy retiring as President of the C.P.R.—giving place to a forty-one year old man and suggesting as one reason for his retirement that a young man will be better fitted to carry on the wide extension work planned for after the war.

Railroad work—yes, there will be tremendous activity here. For four years no new work has been undertaken. More than this, during those four years hundreds of miles of track have been lifted that rails might be sent to France, won't rails be needed for this railroad extension work? Won't bolts and nuts be required? Won't ties be needed, and axes to enable the cedar for ties to be brought out?

Work here alone for many of the munition workers. It isn't all steel, of course, that is suitable for rails; but some of the big plants will treat their Bessemer for rails; others will make spikes and bolts. Others again will make steel suitable for axes. Still others will make car axles—wheels—sheets for cars—all of the thousand and one things which will be needed to again put in order the rolling stock that has badly deteriorated during these rushed war days.

And the sheets for ship building—what of them? An industry little known in Canada prior to the war, but a big, and growing industry now is ship building. There will be plates required for that, and lumber, and hardware generally. All will take time to produce—but the production of all necessary, and sure to be undertaken promptly.

For four years certain works have stood still in Canada. Let us look back for a moment, four or five years—was there much unemployment then? No. What were the people doing? Why everything it will be said, and truly enough. Then the people worked as now, except that there was no munition work, but in its place road work, construction work, work of private improvement. For four long years there has been practically speaking, no road work, little construction on public works, and now, with the coming of peace, there will be not only new works but the rush to make the necessary repairs in what has been deteriorating for four years. Won't this work, and the other new work for which Canadians have found themselves fitted, give employment to Canada's citizens as it did before the war?

At the present time plans are prepared for certain big buildings—some of them buildings wanted by the Mail Order Houses—and all that holds the work back is the lack of steel and the lack of workers. Won't this work, which will start when the war's end makes the steel and men available—won't this work prevent any lack of employment?

And think of the huge work of food production. The great desire of devastated Europe following the war will be for a square meal; and it will be this continent, the United States and Canada, which will be able to provide the foods. The United States and Canada almost alone will have big exportable margins. So the call will come for these products of the field. And the call will endure for years. It will be many seasons before devastated Belgium and hate-stricken France will re-establish the fruitfulness of their fields. For many seasons the call for food will come to Canada, keeping Canadian farmers hard at work at goodly wages.

Evidence that not only the farmer but the factory will be rushed is brought to the attention of *Canadian Grocer*—one of the MacLean business newspapers—only this week, an Eastern Ontario canner being asked to put a price on his plant. It appears an English syndicate wanted to buy—wanted in this way to make sure of canned goods for which they expect a huge European demand following the declaration of peace.

Nor is big work all that has stood in abeyance. It is true the railroads have been forced to let their tracks deteriorate, their trains go half cared for; it is true the Bell Telephone has been advertising its inability to make extensions, to make necessary repairs as quickly as it would like; it is true the department stores have been held up on their extensions; but it is true also that all up and down the country, from Dan to Beersheba, hundreds of people have been holding back hundreds of jobs simply because they had difficulty in getting the workers to execute the jobs, and because war thrift made delay seem advisable. Once let peace come and from these hundreds of housholders in these hundreds of Canadian cities, towns and villages will arise the Macedonian cry for helpers—helpers to fix the eave trough; helpers to paint the house, to build the barn.

Will not this cry for help drown that cry of the wage-earner seeking work?

WHAT OF WAGES—WILL THEY REMAIN HIGH?

WORK, it may be said, yes, there will be work but not at war time wages. The wages of munition days are death to peace industries. But have these munition workers really received such fabulous sums? The world always hears of the man who makes a million on the stock exchange, but it gets no real news of the million who lose a hundred there. So with munitions. We know of the tool maker who receives $11.00 a day, and we are inclined to consider this approaches the average pay; yet in sober moments we will realize that the great mass of munition workers receive something like $30.00 a week. Good enough pay this is, too—pay that leaves a margin after immediate necessities are purchased; but is there

any reason to expect an immediate downward revision of wages when munition work ceases, and munition workers and returned soldiers go back to the pursuits of peace? The laborer of peace is worthy of his hire and his hire will depend upon the law of supply and demand, will depend upon the rent he must pay, and the sums he has to expend for his clothing and his food.

Wages cannot drop over night without the whole economic structure toppling, and against such a possibility the government has provided by fixing the price of wheat and wool; by thus ensuring big earnings to the rural population and necessitating high cost of living for the urban workers.

No, it would seem there is little reason to fear any sudden, widespread reduction of wages. On the other hand, there are many reasons to look for general employment at good wages, and consequently good reasons to look for a period in which buyers will be multiplied in numbers, and possessed of the buying power that has enabled men's wear merchants to dispose of goods readily at the prevailing high prices.

BUYERS WILL INCREASE AND RETAIN BUYING POWER

IT looks, indeed, as though the number of buyers is to swing back to the scale of pre-war days; the power of the buyer to remain practically as during the war days; and the needs of the buyer to be met not by the merchants of pre-war days but by those fewer merchants who have been strong enough, resourceful enough to hold up their business throughout these trying four years.

It looks, indeed, like two golden years for the men's wear trade.

Why not? If, as has been indicated, there is to be work for those who are now in Canada business may be expected from these men—and boys—practically as in the past years. In addition there will be the business of the returning soldiers. These men will not be rushed to Canada immediately upon the declaration of peace. Thousand by thousand they will come back as boats are available and as the military need renders demobilization advisable. They will come back in a steady stream, slowly enough to be assimilated even as they have been assimilated during the past two years. They will make, to some extent, their own work. Men who went away single will come back married and will need houses, furniture, all that goes to create a home. For some government provision will be necessary. Schools, hospitals will be required, and for the erection of these labor will be necessary. It must be expected that some soldiers will not immediately settle down into civilian life; but we have already seen enough to know that many, the majority, will gladly go back to work as in the golden days before the war. Bank clerks will rejoin their old service and eagerly they will be welcomed by officials who have struggled along on short staffs for years. Farmers' sons will go back to the farm, and if the return of all these men relieves some girls from the necessity of working there will perhaps be compensation for the girls in the fact that they will little by little take on the more pleasant work of conducting homes for just such men.

These returning forces will mean a great deal for the men's wear trade. They will mean customers whose wants are very great. Complete outfits will be the thing. From hat to shoes these men will require equipment. They will have the money with which to buy and will, with their new jobs, secure the means with which to continue buying.

Four hundred thousand more heads to provide with hats; four hundred thousand more backs to cover with underwear and shirts; four hundred thousand more buyers of suits, of neckwear, of shoes and socks. The tinkle of the cash register should indeed be heard in the land.

IMMIGRATION SOMETHING WHICH HOLDS OUT STRONG HOPES

NOR does there seem lacking evidence that immigration will set in. A well known Canadian journalist now has in preparation for *MacLean's Magazine* an article in which he will say that one thing above all others struck him when recently meeting the men in the trenches—that the boys who went over from Canada are coming back *Canadians*. Impressed they have been with the old country, but most of all have they been impressed with Canada. They have seen the Dominion from a distance, and so seen they have found it good. These Canadians have been meeting the soldiers of the old land. They have talked of many things, but always they have spoken sooner or later of Canada—have spoken of it as a land able and ready to exchange a fair share of milk and honey for a fair share of hard work. Is it too much to suppose that sooner or later the seed these Canadian soldiers have planted will bring fruit in the form of new settlers from the older and crowded countries?

But without counting upon any great tide of immigration there is reason to look for good business. The people now in Canada, and those certain to come back, seem sure to give that. The question, indeed, already appears to a large extent one of getting the goods with which to meet the coming demand.

WHERE WILL GOODS BE SECURED TO MEET THE INCREASED DEMAND

THE end of the war is not going to bring any immediate increase in the goods available. Indeed, there is reason to expect that the year following a cessation of hostilities will see a greater actual scarcity than any year so far. No crops of cotton or wool can be rushed to points of production on the instant. Allowing for the existence of the raw material—and this is by no means a safe attitude to take—the scarcity of boats will prevent any speedy transportation of the raw material to the factories of the converters. Nor can these converters reassemble their disbanded workers in a month. Little by little the weavers and the spinners will come back. Little by little the production of civilian yarns and cloths will be put under way; but it will be many a long month before anything approaching a normal output can be achieved. In the interval the cutters-up, and of course the retail trade, will be forced to get along with what is on hand, and with the limited supply of new materials they are able to secure.

With these stocks it will be necessary, little by little, to reclothe those 20,000,000 men now under arms.

WHAT IS COURSE OF WISDOM FOR THE RETAIL MERCHANTS?

IN view of this probability what should be the present attitude of the Canadian men's wear trade?

This question has been put by the writer to many men who are close students of their own

branch of the trade, and close students of business conditions in general. Almost without exception they have answered that this is a time when better buying opportunities exist than may exist again for some time. "If I were a retailer," many men have said, "I would buy. I'm doing that as a manufacturer. But if I were a retailer I would remember what I am remembering as a manufacturer—that I have to pay for what I buy. To purchase goods which I am unable to pay for—even though I get these goods cheaper than I will be able to get them later on—is not good business."

The general opinion of well-informed retailers as well as of manufacturers is that goods will appreciate in value during the coming months. The only offsetting factor which retailers have in mind is the possible attitude which store customers will take following the end of hostilities, or during the period when the end of hostilities seems near. Will there be a waiting tendency on the part of customers? Will these take the attitude that with peace a downward movement of prices is to be expected, and that, therefore, purchases should be delayed?

This is indeed a question, and one for which it is difficult to find an answer. The workings of men's minds are always hard to foretell. But there are many who believe the tendency to wait will not prevail for any length of time. Soon it will be seen that the downward movement of prices will come very gradually, when it does set in, and the result, many expect, will be a tendency to buy freely for immediate needs.

This speculation carries with it also the speculaion as to what one's fellow retailer down the street will do. "Will he slaughter prices and if so will I have to follow suit?" This is a problem many merchants are considering, and the answer which many are finding is this, that they will run their own business, and will not have it run for them too much by the competitor down the street. There is little use quarrelling with that neighbor for selling goods at a low price. He probably has good reasons, but if the merchant believes his stock is worth more, if he feels his competitor is selling goods at prices below those for which he will have to buy in more stock, then the merchant—if his business is snug—can afford to go along quietly.

Broadly speaking, it is poor business to sell goods for less than they can be replaced for. If a man bought a house four years ago for $5,000 and receives to-day an offer for $5,500 for it, would he make $500 by selling? He would if he does not need another house, but if he must buy again, and has to pay $6,000 for as good a house, then is he not losing $500 by making the sale rather than making $500?

So it is with goods. If a man sells for $150 goods he purchased for $90, is he making a gross profit of $60, if he has to buy in similar goods to keep up his stock at $140?

Yet the merchant may require cash. He perhaps needs $150 to meet payments for some other goods coming in. To gain this cash he may be willing to sell some goods at a fair margin above what he paid for them even though he has to buy back at a higher figure. He gains by the transaction time—perhaps some months' fresh credit.

These are problems for each merchant to face. Credit is the great essential. Stock is going to be valuable, very valuable in these coming days, but a good credit standing is going to be more valuable than all. Credit is nothing more nor less than confidence and business is done on confidence. The confidence of the customer in the store's values, the confidence of the wholesaler and the manufacturer in the merchant will enable the merchant to make the most of the golden days that are at hand.

These Guaranteed, Stylish Suits of
Wearbetter
BOYS' CLOTHES
the clothes that are guaranteed
Absolutely
FREE
Every boy whose birthday arrives on a certain date (this date has been hard upon and is now in the hands of and known only by the editor of this paper) will receive absolutely free, a genuine "Wearbetter" suit, the best made lined boys' clothing upon the market. Any boy between the ages of nine and seventeen years can enter, as Wearbetter suits are made to suit all between these ages. It is not essential that you have ever bought a Wearbetter suit before. The only conditions are that you fill out the coupon below clearly and correctly and mail so that it may be received not later than Oct. 12th.
PARENTS:—This is a wonderful opportunity to secure one of these high grade guaranteed Wearbetter suits for your son absolutely free
FILL OUT THIS COUPON NOW
Boy's Name
Address
Birthday
Age next Birthday
Name of Dealer from whom you buy your boy's clothing
Dealer's Address
Any boy sending in more than one coupon will be disqualified
SEND COUPON TO
PARKER AND SON.
"The Wearbetter Shop for Little Men"
229 PORTAGE AVENUE, OPP. POST OFFICE.
THE WEARBETTER SHOP FOR LITTLE MEN

Whether or not this promotion scheme of Parker & Son is in danger of being adjudged contrary to the lottery act we don't know. Probably nobody knows. One just has to try. The plan to attract the boys' attention to the store certainly appears a good one.

BOYS' KNICKERS UNAFFECTED

SOMEHOW the rumor has gone abroad that in small boy's clothing the old straight trouser will take the place of the more modern knickerbocker—this, of course, to the end of conserving material. There seems to be no good ground for this belief. The straight trouser, in the very young models has always been well to the fore. Styles shown for Spring, 1919, do not indicate any important change in the construction of boys' trousers.

The Victory Loan—Why?

PATRIOTISM, at the present time, joins hands with self-interest. Patriotism demands that the Victory Loan be oversubscribed; the self interest of all merchants demands the same thing.

Forgetting altogether, for the moment, that the Victory Loan offers an untaxable investment yielding 5½%; that the security is the present and future prosperity of Canada; we need to remember that the Victory Loan is required to keep our wheels of commerce and industry turning.

Due to war conditions, England can not send cash to Canada for our wheat, our bacon, our shells. We must pay for these temporarily—giving John Bull credit, as it were, though running a contra account with John, who is feeding our soldiers at the front. John Bull can be trusted to pay, but we are called upon to extend him credit for the time being.

If our wheat, our bacon, our shells, our ships, our timber are to be bought for the Allies we must temporarily pay for them. Whether peace comes shortly or not this duty is still ours. If we didn't get the money in Canada to pay for that wheat, timber, bacon, shells, our farmers would cease to prosper, our factories would close—we would experience hard times.

We must make the Victory Loan an overwhelming success. By so doing we are keeping business in Canada healthy; we are doing still more to turn Canada from a debtor to a creditor nation; we are getting a share in one of the world's best investments; and best of all, we're spiking more guns of the Autocracy which has bedevilled Germany, and which was eagerly seeking to bedevil the world.

Victory Bonds Help Credit, Say Merchants

Men's Wear Merchants Give Their Experience—What About Investing Profits of Business in Victory Loan?—Do Bond Buyers Become Better Store Customers?

THOUGH one men's wear man—and a very fine one too—recently told the editor of MEN'S WEAR REVIEW that the poorest man to advise a merchant is a merchant, experience has led MEN'S WEAR REVIEW to think otherwise. So, when seeking the true viewpoint on the Victory Loan—the true viewpoint for the men's wear merchant—MEN'S WEAR REVIEW consulted its readers. Many merchants are holders of the Bonds. They know, in a measure at least, what the possession of these Bonds has meant to them. What they have to say on this point will be of great interest to other merchants.

Many merchants, moreover, have observed the effect the possession of Bonds has upon the store customer. These observations too will be of worth to others.

It is impossible here to give anything like all the views expressed to MEN'S WEAR REVIEW, but some of the most outstanding can be outlined, and the general opinion summarized.

HOW ABOUT CREDITS?

One of the questions asked of the merchants was this:

"Has the possession of Victory Bonds an effect on the merchant's credit with the bank and with manufacturer or wholesaler?

"Decidedly," say Chevrier & Sons, of Winnipeg.

"The possession of bonds strengthens a man's credit," states W. T. Phipps, of Strome, Alta.

"It's considered cash by creditors," says J. W. Bowyer & Co., of Maple Creek, Alta.

"Yes," answers G. A. Hunter, of Dauphin, Man. "In fact one of the leading financial institutions of the wholesalers asks if you have any bonds, and to what amount."

Probably Mr. Hunter means the Credit Men's Association. MEN'S WEAR REVIEW believes this organization does make such inquiries. It would be indeed surprising if Mr. Henry Detchlon, the manager of the organization, passed over such important information.

"Victory Bonds," says Frank Stollery of Toronto, "are exactly the same as a cash balance."

Duncan's Limited, of Sherbrooke, P.Q., bring out another idea: "Assuredly the possession of Victory Bonds improves a merchant's credit," says the firm, "if the bonds are bought as an asset to the business. If bought in an individual's name would say no."

There's a big point here. Jas. R. Duncan doubtless has in mind the limited liability clause. Under that, bonds held by an individual might not be an asset to the business, and yet as showing bank, wholesaler or manufacturer the financial strength of those connected with the business, the possession of bonds would probably affect favorably the credit of the business.

DO MANUFACTURERS KNOW?

A Brantford merchant makes rather a startling statement. "The possession of Victory Bonds," he says, "will doubtless improve a merchant's credit with the bank—the wholesalers and manufacturers. I don't suppose, know who holds Victory Bonds."

This is a mighty independent merchant, of course; strong financially and perhaps strong willed. He isn't going to give many statements regarding

THE FOREIGNER AND HIS MONEY

Speaking to MEN'S WEAR REVIEW on the Victory Loan a Brantford merchant said recently:

"Make the foreigner with from $300 to $3,000 rolled up in his belt put the money in the bank for the government, or someone, to use."

This man knows conditions, and is evidently convinced that foreigners are hoarding goodly sums —are, in short, taking money out of circulation.

The foreigners would be ahead if they put their money in the bank; and the bank would of course have more funds to loan. The transfer of this money from the foreigner's belt would help greatly the Victory Loan.

But to bring the desired end about will not be easy. Perhaps the merchant can help most. He often gets to know the foreigner well. He can explain something of the banking system and can induce the foreigner to deposit. By doing this he will be acting the part of a good citizen and be making a friend who would bring other foreigners to the store.

his position; but many merchants do. They outline to wholesaler and manufacturer their assets and liabilities; and MEN'S WEAR REVIEW knows of at least one case where a merchant got extended credit because he had $5,000 in Victory Bonds—not quite all paid for, but in such shape that the manufacturer deemed this a fine reserve.

Says T. S. Ford, of Mitchell, "We do not know of any better collateral security a merchant can have to offer his banker than Victory Bonds."

And the question MEN'S WEAR REVIEW put to many merchants was this:—

"Would the investment of the store profits—above proprietors' salary and other proper charges—in Victory Bonds be a wise step at the present time?"

PUTTING PROFITS IN VICTORY LOAN

The answers run the gamut from an emphatic yes to an equally emphatic no; and include the statement from one or two merchants that so far as store profits go, well "there ain't no such animal."

Rutledge & Jackson, of Fort William, Ontario, believe such a use of the store profits would be wise, at present. So think Macaulay Bros., Limited, of St. John, N.B.

T. S. Ford, of Mitchell, qualifies his opinion slightly. He says: "Every merchant should invest his profits, or at least a fair share, in Victory Bonds."

Andrew McFarlane, of Brantford, takes the contrary view. To invest the store profits in Victory Bonds, at the present time would not, he thinks, be althogether wise. "I wanted increased credit," he says, "to invest in stock which was advancing greatly and was refused. Every merchant should have a surplus of his own for an emergency."

W. E. Preston, Limited, of Midland, also qualify the answer to this question. "Yes," they say, "providing the merchant has sufficient capital to run his business without this investment."

Duncan's Limited, of Sherbrooke, bring out the other side. "Yes," this firm says, "a merchant might well invest his profits in the Victory Loan. Canada needs every dollar—even where personal sacrifice enters in, Canada should get every dollar. This investment in Victory Bonds is not only a wise step, but a patriotic one."

Frank Stollery points out that Bonds could be used in place of a contingency fund or cash reserve.

Says G. A. Hunter, of Dauphin: "I would not recommend the investment of all the store profits above regular expenses, but a portion of the profits invested in war bonds would be good alright; but we have to think of after the war conditions and be prepared."

Much the same viewpoint is taken by J. W. Bowyer & Co., of Maple Creek, Sask., who say: "The majority of the store profits should be invested this way."

HOW TO BOOM SALES

How the merchants may boost the sale of bonds among their fellow citizens is a point upon which some good ideas have been given to MEN'S WEAR REVIEW. All merchants seem ready to assist in canvassing, and as T. A. Sharp, of W. E. Preston Limited, Midland, says: "Every merchant should become an active Bond salesman, on account of his salesmanship which is infinitely better than that of the average canvasser."

Many make the point that a merchant can best help the loan by letting it be known he is putting all he can afford into the loan himself. The merchants are leaders in the community, and their example will indeed do much.

In the hope of finding what has been the experience of merchants as to the effect the possession of Bonds has had upon store customers, MEN'S WEAR REVIEW put the following question to many merchants:

DO BOND BUYERS BUY GOODS

"Has it been your observation that those who bought well of the last Victory Loan are either better or poorer customers of the store in consequence?"

On this point opinions differ. Baird & Riddell of Carleton Place, answer unhesitatingly, "better." So do Rutledge & Jackson of Fort William.

Some think it has made little difference. As one merchant says: "The people strive to get what they want, loan or no loan."

T. S. Ford, of Mitchell, gets down to definite figures and says: "We find business better than ever before, notwithstanding the fact that our people took

over two hundred and fifty thousand dollars of the last loan."

Ed. Mack, of Toronto, thinks the sale of Bonds makes business poorer for a month or so. In fact we find it gives business a terrible set back for about a month."

Duncan's Limited, of Sherbrooke, find it difficult to give an opinion, but this firm does say "Business has been so good for a long time that we have not taken into consideration the possible effect of Victory Bond purchases by our customers."

The purchase of Bonds on the part of the people may not have helped business, but it would certainly seem it has not done harm in the Eastern Townships, and Sherbrooke subscribed very heavily to the last loan and doubtless will again. That fifty-fifty Scotch and French population comes through.

Chevrier & Sons, of Winnipeg, also think the buying of Bonds helps people so that they become better store customers.

In any event, all the merchants consulted are a unit in holding the Victory Loan should be supported by all, and that merchants can do much to bring about this happy state of affairs.

BUY SUITS AHEAD, URGES L. R. TOBEY.

In one of the editorials that feature many of his advertisements, L. R. Tobey of Hamilton, after discussing the working hours of firemen and sundry other matters, gets down to clothing and says:

"I paid $45.00 wholesale for suits for next Spring, and some of them no better than what I'm selling for $35.00 now. I saw suits in the sample room Wednesday at $24.00 wholesale, for Spring, that I have the same material and as good a make in my $20.00 suits. Just believe what I tell you, buy your suits ahead if you can for two or three seasons."

L. R. TOBEY.
50-52 James St. North.

Debts of the Principal Belligerents Before and After Entering the War

(In millions of dollars.)

A. ALLIED POWERS.

	Before entering war.		At most recent date		
	Date	Amount	Date	Amount	Increase
Great Britain	Aug. 1, 1914	$3,458	July 20, 1918	$31,669	$28,211
Australia	June 30, 1914	93	Mar. 31, 1918	1,212	1,119
Canada	Mar. 31, 1914	336	July 31, 1918	1,172	836
New Zealand . ..	Mar. 31, 1914	446	Mar. 31, 1917	611	165
France	July 31, 1914	6,598	Dec. 31, 1917	22,227	15,629
Italy	June 30, 1914	2,792	Mar. 31, 1918	10,328	7,536
United States .. .	Mar. 31, 1917	1,208	May 31, 1918	11,760	10,552

B. CENTRAL POWERS.

Germany	Oct. 1, 1913	$1,165	Apr. 30, 1918	$28,922	$27,757
Austria	July 1, 1914	2,640	July, —, 1918	15,422	12,782
Hungary	July 1, 1913	1,345	July, —, 1918	6,316	4,971

The Victory Loan and the Useful Christmas Present

Thrift has been the cry for weeks.

Thrift is a definition for the art of doing without.

Thrift means reduction of waste to a minimum, means the purchase only of useful—necessary—things.

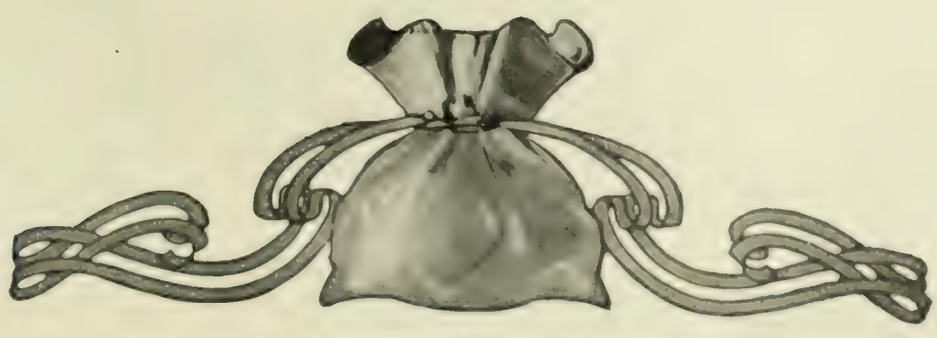
The need of thrift is going to have a big effect on this year's Christmas shopping. It gives the men's wear trade an opportunity, and imposes on the men's wear trade a responsibility.

It is for the men's wear merchants to fully establish the suitability of articles of apparel as Christmas presents. Such presents show the kind thought quite as well as do luxuries. They show the patriotic thought, too, and imply the compliment that the receiver will appreciate a gift which will enable him to save for the good of the cause.

Underwear—just now—means more to a man than a silver ash tray. An overcoat will be more appreciated than ornate book ends. Hosiery will appeal more to the Canadian war women than a silver backed mirror.

Play up the useful Christmas gift. It means profit, and it means wise expenditure which in turn means much to the country.

After the Victory Loan campaign the useful Christmas present will have an unusually strong appeal. Play it up.



USE OF LISTS PREVENTS INROADS BY M.O. HOUSES

Definite Knowledge of Customers and Probable Customers' Names and Addresses Enables Forwarding of Store Information Which Brings Big Business to Ritchie & Co., of Belleville—Automobile Owners' List Particularly Valuable—Fare Refunding Plan Works Well—Cash Railroad Men's Cheques

A NAME, Shakespeare to the contrary, has a definite value. Firms make a living by selling lists of names to purchasers who have a value for such lists. Among the assets of the big mail order houses rank very high the list of names and addresses which enables the wide distribution of their catalogues. It is these lists which make the mail order competition the important thing it is; which make it particularly necessary for the retailer to keep his weather eye on the business of these mail order houses; which make it desirable for the merchant to take every legitimate means of bringing business to his store, thereby keeping money circulating in the community in which the money is made.

Back-Firing by Lists

There is an old trick of the frontiersman of fighting fire with fire. To prevent a prairie blaze becoming a devasting force, the frontiersmen would backfire—start another blaze which they could control, and which would eat up the fuel so that the big prairie fire died from innutrition. It is such back-firing—in the form of a systematic use of a mailing list—which the Ritchie Co. of Belleville, Ont., are carrying on. Perhaps the mail order house is only indirectly in mind. The real object of this Belleville firm's endeavor is to give the best service to the store customers and to bring the offerings of the store before probable customers in the district. Nevertheless the result achieved is the very desirable result of keeping a very satisfactory share of the district business for this store.

Issued Regularly

Herewith MEN'S WEAR REVIEW is illustrating the back page of "Store News," the publication which this Belleville firm sends out three times a year—Spring, Summer and Christmas, with an occasional Fall edition. The publication of this paper, it is quite a magazine of eight pages, 10 by 14 inches in size, was started in the Spring of 1917, and the business results then were so gratifying that publication has become a regular factor at the periods mentioned.

For this Fall 6,000 copies were sent out to a carefully revised and up-to-date list of heads of families living in Belleville and in the country for some fifteen to twenty miles around Belleville, a district which of course includes several small towns such as Stirling, Deseronto, Madoc, Tweed, Campbellford, etc.

Mailing order forms are not enclosed with the "Store News," largely for the reason that in the limited space the publication offers full descriptions of particular articles cannot be given, but only a general description and general range of prices. Nevertheless it has been found that this publication does bring a very considerable amount of mail order business, orders of this kind coming to the store every day.

Special Order Tailoring
We make a specialty of Tailoring Men's Suits or Overcoats to Measure. Hundreds of samples to select from, and fit, workmanship and satisfaction guaranteed in every detail.
RITCHIE'S MENS STORE
Men's and Boys' Winter Underwear
"Penman's", "Stanfield's", "Turnbull's" and "Watson's"—these four famous makes are represented in our large stock of Winter Underwear for men and boys. You'll find the values better here than elsewhere.
HEADQUARTERS IN BELLEVILLE FOR THE FAMOUS
Society Brand Clothes
SOCIETY BRAND SUITS are shown this season in a host of desirable Styles, Colors and Fabrics—a collection that is sure to meet your clothes requirements for every occasion. Smart Belter and Military Panelled Backs for the Young Man, and more conservative models for the older men. Priced $25.00 to $40.00.
Men's Suits
$18, $20, $25
If it's to be a Suit at any one of these prices, then you'll not do better than come to RITCHIE'S and select from our exceptionally desirable assemblage—shown in English Worsteds, Tweeds, Etc., in Greys, Browns and Fancy Mixtures; all stylish, dependable Suits and every garment a superb value.
Men's Blue Serge and Cheviot Suits
$25 to $40
Good Warm
OVERCOATS
For Men and Young Men
We will fit out more men this season with new Overcoats than ever before. That fact is a certainty, for we have larger assortments to choose from, a more varied range of styles and prices, and the values are better, too. They are shown in splendid quality Heavy Tweeds and Irish Frizes. The Young Men's Coats are smart, double-breasted styles with belt all around, while the more conservative models are belted at the back only. Good large storm collars, and well made throughout. Some exceptional values at $25.00, $28.00, $30.00 and $35.00.
BOYS' CLOTHING
"That Wears Better"
We think you'll admire our Fall Selections in Boys' Clothing and be pleasantly surprised at the excellent values offered, when one considers the prevailing high prices of materials that go into GOOD Suits—the only kind we sell.
Boys' Tweed and Worsted Suits in smart styles and dependable qualities, $7.50, $8.00, $10.00 up to $15.
Boy's Irish Serge Suits, priced . . . $12.00 to $15.00
Boys' Warm Winter Overcoats priced $8.50 to $15.00
MARVELLOUS VALUES IN
MEN'S WOOL SWEATERS
We can't speak too strong about the exceedingly good values we offer in Men's Wool Sweater Coats. Our Buyer purchased this season's supply about 18 months ago, with the result that we can offer a HEAVY WOOL SWEATER COAT with Large Shawl Collar at
Last Year's Price — $5.00.
Other prices in All-Wool Sweater Coats—$6.75, $7.50, $9.00 and $10.00.
BOYS' WOOL JERSEYS $1.50
Made of fine English wool and shown in various new shades, extra special values at $1.50 and $2.00.
— BOYS' COAT SWEATERS —
A huge stock purchased many months ago, shown in all the best colors and newest styles. Priced $1.50, $2 and $2.50
Club Bags and Suit Cases
A superb stock of Travelling Goods awaits your inspection here—Club Bags and Suitcases in the finest leathers and newest shapes, some completely fitted, and priced quite moderate.
NEW SHIRTS, TIES, Etc.
For the Well Dressed Man.
All that's new and desirable in Men's Apparel is to be found at RITCHIE'S — Shirts, Ties, Caps, Hosiery, Collars, Gloves, Etc., and many other necessities that men are continually in need of. If it's something new and much wanted, then you'll find your wants are well looked after here.
THE HAT SHOP FOR MEN
The season's favorite Blocks in Men's Hats are shown here in a wealth of New Colorings. They are from such famous makers as Christy's, Mallory's, Wolthausen, and the celebrated Italian Hat from Calenza & Co.—a large and varied collection, priced $3.00, $3.50, $4.00, $5.00 and $6.00.
Men's Working Clothes
Overalls, Smocks, Work Shirts, Mitts, Gloves, Etc.—in fact, every need for the working man, in the very best makes and qualities you've been accustomed to wearing, to save you considerable money.
THE RITCHIE CO., Limited
BELLEVILLE, ONTARIO

Back Cover of "Store News," the publication which the Ritchie Co. issue about three times a year, and send to 6,000 customers and probable customers.

Aims to Bring People

Perhaps the main idea of the publication, however, is to bring people to the Ritchie Co. store in order that they may see exactly what is to be had there and make their purchases after carefully examining the goods.

As a further inducement to people from the outside to come to this store a system of fare refunds has been adopted. This news is given on a folder which is enclosed in all information sent to these outlying districts. The results from this fare refund offer have been found very satisfactory, last year the cost of business secured in this way running about 4 per cent.

More Units Sold

Word from this store is to the effect that the farmers, who of course are one of the main classes aimed at by "Store News," are buying more and better merchandise, and are buying it with less effort than for some years past. This fact has greatly assisted the men's wear department of the Ritchie Co., so that sales each month have shown material increase. The turnover in the men's wear department is considerably greater than in any pre-war year.

Speaking on this point a member of the Ritchie staff said to MEN'S WEAR REVIEW: "I think you are wrong when you suggest the number of sales is not as large as in some former years. Here, with the exception possibly of a few lines of finer haberdashery the number of actual garments sold, such as suits, overcoats, sweaters, etc., is larger than in pre-war years.

"Of course during the past few years we have paid special attention to the boys' and young men's trade, and this shows a handsome increase."

Auto Owner Worth While Buyer

Another department of the business which has been carefully developed of late—and which has shown splendid results from a use of mailing lists—is that of automobile accessories. With considerable expense and effort an authentic list of automobile owners within a radius of twenty-five miles of Belleville has been built up. These number, exclusive of Belleville city, two thousand; the practice is to keep in touch with these automobile owners by letters and pamphlets mailed about once a month during the automobile season. Information on the various kinds of goods which these people will want is given, and it is remembered that automobile owners want not only gloves, overalls, caps, etc., but a regular range of apparel as well. The resulting business has been very gratifying.

Some of those connected with the Ritchie Co. believe that this automobile owners' list is the most profitable advertising investment the store has made.

Getting Railroad Men

Another feature of what might be called the Ritchie store's personal touch advertising programme is the steps taken to get after the 500 railroad men who live in and about Belleville. Lists are to hand of these men, and form letters are sent them bringing certain goods to their attention, also making the point that this store will gladly cash Grand Trunk cheques. This offer of cashing cheques has been freely taken advantage of by the railroad men, and the purchasing they have done, while in the store securing the cash, has amply repaid for the extra effort required, which consists principally of making a banking business almost out of the store, for cheques ranging from $5,000 to $10,000 in total have to be cashed every two weeks.

It will be seen that one of the great factors which has assisted in the efforts of this firm has been the establishment of various lists. This is certainly a department of business which the majority of retailers have been ignoring. It is a phase of business which requires a good deal of attention, which necessitates a great deal of work, but which brings splendid dividends.

Just how the preparation of lists may be carried out will differ in different places. To form a good list of the farming community would perhaps be effected through getting a rural telephone book and taking the names and addresses of the telephone subscribers.

How One Merchant Built Farm Lists

A scheme which was adopted by one merchant was to offer a prize for the best map drawn by school children showing the district in which he lived; all houses and names of the farm owners had to be marked. By getting all these maps this merchant had a wonderful survey of the farming community around, and did something to advertise his store through getting the children talking about it; also of course he did something to further interest the children in their work.

A general list can be built up by the telephone book method, by a study of the city and town directories, where these are available; by the laborious method of being continually on the watch for new people and seeing that the name is added—a method which works faster

ABSOLUTELY Dependable Merchandise priced consistent with quality is the guiding idea that has made possible our ever increasing clientele of motorists from all sections of Hastings, Prince Edward and even Peterboro and Northumberland counties.

¶ The Ritchie store realizes the importance of being in a position to cater succesfully to this fast growing army of automobile owners; and thus—

¶ It is our desire to make this store the most desirable place to shop in that it is possible to attain—we want to make it so pleasant that you will come in often whether purchases are intended or not.

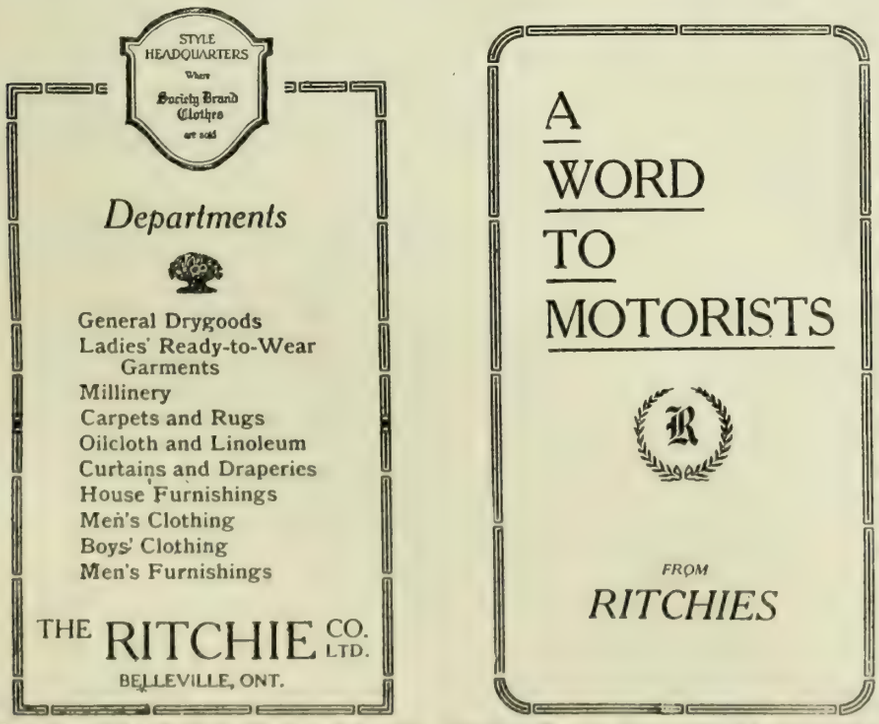
THERE are three large floors in the Ritchie store all devoted to serving the public—These floors are generously stocked with the finest merchandise that it is possible for money to procure.

¶ This combined with courteous store service and prices as low as high qualities will permit. These are the points that prompt motorists to make Ritchie's their shopping headquarters in Belleville.

¶ Make Ritchie's an assembling depot for parcels and friends until you are ready to leave for home.

—*Ladies Wash Room*
Off Mantle Dept.

Argument presented in folder sent to list of automobilists.



Front and back of folder sent by the Ritchie Co. to their list of automobile owners.

RITCHIE'S

REFUND
YOUR
RAILWAY
FARE

FROM

Madoc to Belleville

SEE OTHER SIDE FOR REFUND

A booklet which naturally gained wide attention.

than it would appear if all members of the staff are interested.

Of course the name of every person who comes into the store with the address should be secured, and immediately steps should be taken to find out if he is on the list.

By all these and other methods, effective lists may be built up, and the results from these—if properly classified and used—will undoubtedly be gratifying, as they have proved to the Ritchie Co. of Belleville.

PATRONAGE AND UNIFORM ORDERS

An echo of the war contract dealings—as they took place in 1915 and the early days of 1916—sounded in the Toronto courts this month, when Charles Garfunkel sought to secure $3,000 from Hyman and Frank Hutner, who, when trading as the Hutner Cloak Company, secured a contract for army greatcoats, the plaintiff claimed as a result of his influence.

The Hutners obtained an order for 12,000 army greatcoats. Garfunkel claimed that the profits on the order amounted to $9,000, of which he was entitled to $3,000. Garfunkel, under examination, said that he had seen Mr. Bristol and the secretary of the "association" in connection with the order for greatcoats, which was later given to the Hutners.

A letter from Sir Sam Hughes, written when Minister of Militia, was shown to substantiate the claim, in this Sir Sam saying:

"As requested by Edmund Bristol, K.C., M.P., I have much pleasure in placing your name on the patronage list of this department."

Chief Justice Falconbridge dismissed the action of Garfunkel, stating the matter in dispute was contrary to public policy, it being illegal to induce government officials to place business.

JOURNEYMEN TAILORS' STRIKE

One hundred and fifty journeymen tailors recently went on strike in Ottawa, demanding an increase to 47c per hour. They are now receiving from 30c to 45c per hour.

The women are demanding $6 a week for the second year in the shop, $9 for the third year, $12 for the fourth and $14 for the fifth year. For the first year, while learning, their remuneration is not fixed. Some doubt existed as to whether strikers would be breaking the order which makes strikes illegal, but Senator Robertson said:

"The tailoring industry is not an industry which comes under the terms of the new order."

A. F. Staples has opened a tailoring establishment in the Stephens Co. block, Collingwood.

HERE ARE THE REFUNDS:

ON PURCHASES OF
$10.00
OR OVER
At Our Store we Refund you
SINGLE
RAILWAY FARE

ON PURCHASES OF
$15.00
OR OVER
At Our Store we Refund you
RETURN
RAILWAY FARE

THE RITCHIE COMPANY LIMITED
BELLEVILLE ONTARIO CANADA

The meat of the refund proposition was given on back of slip as illustrated above.

"O-oh, Skinay!"

Have you heard the news? The Hudson's Bay Company is goin' to give away Boys' Suits. Sure they are! You get a copy of the paper, fill out and send in the coupon in their ad., and wait until October 12th. They've chosen a date, and if your birthday falls on that day they'll fit you out in a new suit without a cent of cost to you. You bet I did; I mailed mine in this morning.

NOTE—Boys sending in more than one coupon will be disqualified, and all coupons must be in by October 11th at 6 p.m.

Boy's Name .....

Address .....

Birthday .....Age next birthday.....

Name of dealer from whom boy's clothing is bought.

..... A

The value of lists is dealt with elsewhere in this issue, and something is said as to the manner in which lists may be built up. Here is a practical plan for securing list of boys' names adopted by the Hudson's Bay Company of Winnipeg. The scheme, moreover, enables the classification by ages—an important thing where boys are concerned.

HANDKERCHIEFS TO ADVANCE 40 PER CENT.

Such a Rise Certain for Linen and Cotton Lines to be Shown for Spring and for Xmas, 1919 —No Relief in Sight—Embroidery Work May Be Declared Unessential Industry— Reserve Supplies Gone, Time Needed After War to Build These Up

THOSE merchants who laid in good supplies of handkerchiefs, acting upon advice of probable advances which was given in MEN'S WEAR REVIEW some time ago are in a very fortunate position to-day. Handkerchiefs are advancing sharply in price. When they are again offered the trade for Spring and for Christmas, 1919, there will be an additional price charge of at least 40 per cent. Indeed in many lines the advance will be more than this. One Canadian manufacturer, for instance, who was marketing in January, 1918, a line of linen handkerchieks at $2.80 now has put those handkerchiefs, or rather a similar class of handkerchiefs, out for Christmas sorting, asking for them a price of $4.60. This advance simply has to be made for the Canadian handler is now selling goods which he bought at a much higher figure.

Merchants Ready to Buy.

It is found, by the way, that many merchants are glad to buy handkerchiefs even at such an advanced price. price. They want them for Christmas business in some cases, but in other cases it is evident the handkerchiefs are wanted for the Spring business, or that the merchant is buying to cover his wants for Christmas, 1919. In order to get his supplies for that season, however, he has to accept delivery before March. Wholesale handlers are refusing to hold goods on order after that date.

The reason for the continual advances in handkerchiefs, and the scarcity of them which is becoming quite serious, is not hard to find.

As far as linen goes there is both a decrease in the supply and a great increase in the needs, as a result of the wide use made of linen in aeroplanes.

For the cotton handkerchiefs some such conditions hold, and there is in addition the great problem of labor—this factor applying somewhat more to cotton than to linen.

Raw cotton itself is none too plentiful. The prospects of the present crop are not as bright as could have been hoped, and taking the world as a whole the supply is nothing like the need. In the United States of course many mills which were spinning cotton for such cloths as are used in handkerchiefs have been put on military work to a very large extent. In England the Manchester cotton spinners are not producing more than 30 per cent. of their normal output.

Yes, both the cottons and linens needed for the manufacturer of handkerchiefs are exceedingly scarce at the present time, nor is there any reason to expect an improvement—not if the war should end to-morrow as the Kaiser wishes.

The great fields from which flax for the manufacture of such linen as is u ed in handkerchiefs were secured were Belgium and France. The growth of flax in Belgium has been given over for the last three years. They have been raising Cain there rather than flax. So it is to a great extent with France. The flax fields of England have been utilized, and by reason of the high prices which have been offered for flax, due to the scarcity, it has been possible to take Canadian flax across and have this made into linen. The Canadian and English supply however, is entirely inadequate, and there is a tremendously reduced output of linen with a very much increased demand such as has used up all reserve supplies.

Moreover, the help question has been a very difficult one in England and the work of embroidering, which used to be done so magnificently by the Irish, is now done by fewer and fewer women.

If the war should stop to-morrow, the situation would not be relieved to anything like the extent which is generally considered. There would be some falling off in the new demand—as many aeroplanes might not be required for instance. And yet this is something which is difficult to say. Aeroplanes will cease to be wanted, it is to be hoped, as instruments of war; but they are almost certain to be in great demand for certain branches of civil work.

Then it will be impossible to get the output of flax up without at least two years' work. Devastated Belgium and France cannot be put into anything approaching a productive condition before that time. Then after the flax is grown, all the converting process will have to be gone through.

Reserve Supplies Gone.

It seems that the world stands at the point now where reserve supplies of a tremendous number of lines have been practically exhausted and where there is to be a period of great scarcity—perhaps a famine almost—while the raw materials from which new supplies can be produced are grown and then converted.

With cotton the case is somewhat similar. That the prices of cotton goods should be so high merchants wonder at because the cost of the raw cotton fluctuates, sometimes upwards, sometimes downwards. The truth is though that as far as handkerchiefs are concerned—and as far as many other lines are concerned too—the cost of the raw material, *raw cotton is only one of the factors which counts in the cost of such a finished product as a handkerchief. The really great factor at the present time is labor because this factor enters into production about ten times.* How this is so is easily understood by considering one case, by just tracing cotton from the plantation to the merchant's shelf. First, after the bale is sold at 32c, or whatever the price may be, it has to be washed and wages for this washing work have advanced at least 100 per cent. since the war. Then the cotton has to be combed, then another process of stretching, then the work of spinning, then the work of bleaching, then comes packing, freighting, etc. Every one of those processes means that the cotton is handled by other workers, and each one of these workers is drawing a great deal more money than prior to the war. Each one of these processes, therefore—and all of them are necessary—cost much more than formerly. No wonder the finished product has jumped in price.

Nor is there any reason to hope that cotton prices, and prices for cotton handkerchiefs, will go down sharply should the war end.

More and more the feeling seems to be growing that the huge demand which there will be for cotton from the central powers will make a very strong cotton market. In all other countries too there will be a tendency to build up reserves to something like the proper point.

It must be remembered that the world has been getting along without cotton which it badly needed — getting along without it because it had to. Ordinarily, "in the piping days of peace," a cotton product was seldom completely destroyed, when a cotton garment had been used it would be converted into some other form. When, however, a huge gun is discharged, there is a bale of cotton that will never be converted into anything.

What About Buying?

No, should peace come, there will be a demand for cotton which should keep the price up. and there seems no reason to expect a downward movement in the cost of handkerchiefs.

This point is made because the merchants are going to face during the next two or three months the problem of their buying for 1919. It is a more serious problem than they have ever faced before, and one which must be solved only with a careful eye on the bank account. Credit is king. But if the money is available without putting a strain upon the business, handkerchiefs might well be bought now to cover the 1919 requirements. Handkerchiefs are now being secured by handlers at higher prices than those which are being asked of the retail trade. The retailer, therefore, who secures his needs at the present prices—high though they be compared with those of last year, and very high compared with years prior —will yet be making an exceedingly good buy. Moreover, he will be making sure of his stock, and the stocks of handkerchiefs available are very much less than formerly.

By the way embroidered handkerchiefs from the United States may be cut off entirely as there is talk of embroidery being declared a non-essential industry.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — MWR — 143-153 University Av TORONTO-CAN.

VOL. 8 NOVEMBER, 1918 No. 11

EDITORIAL BRIEFS

NOTHING mealy-mouthed about Woodrow Wilson's word to Germany. The schoolmaster can still use the birch rod.

* * *

TWO banner years for the men's wear trade in sight—well, the men's wear merchants deserve the best; they've gone through hard days with high hearts.

* * *

WELL the "Flu" should be pretty well over by now. AS a fine piece of irony commend us to the physician's remark to the "Flu" patient: "You can have anything you want to eat."

* * *

CLOTHES, as the poet said, don't make the man, but they often make the man think well of himself, which means a great deal to the man. There is a big lesson in the story of "The Tailor-made Man" related elsewhere in this issue.

* * *

EVERY day the United States Government issues a folder of some 16 pages, entitled "Official U. S. Bulletin." A similar publication from Ottawa would be very valuable. It would keep all Canadian interested advised of what is being done by the Government, and would serve to indicate also what is not being done.

THE "FLU" HITS TRADE HARD

JUST when retailers and wholesalers are most anxious to get in stocks of underwear, clothing, and practically all lines of apparel, there comes the epidemic of influenza to further upset deliveries.

Manufacturers have been indeed hard put to it of late. Difficulties of coal supply, interruptions in electric power, scarcity of help in many places, and scarcity of raw materials almost everywhere, have become regular perplexities. The coming of the "Flu" at such a season with the consequent disturbance of labor and resulting reduction of production has been a most untoward circumstance.

It can only be hoped the epidemic is now on the wane, and that the disturbance to trade will not be too great.

Whatever the disturbance may be retailers, wholesalers and manufacturers alike will be inclined to consider this the smallest evil of the epidemic. "So many splendid men have passed on as a result of this disease that our circles have become saddened."

The world is indeed a sober place these days; and yet let none yield to the feeling of futility.

From the trials imposed by this epidemic, as from the other trials of these sad years, character may be developed; and surely, certainly, the development of character is worth while.

WHAT OF THE FUTURE?

WHAT the next few months, or even weeks, will bring to the world no man knows. It is the part of wisdom to look for an infinite continuance of the war. Now there should be no turning back, and perhaps over much thought of peace tends to bring on a slackness which will certainly tend to prolong the war.

At such a time as this, however, the thoughtful man may well look down two roads. Euclid used to say, "Either this thing is true or it is not." So we may say, either the war will end shortly or it will not. We can estimate what will happen in either case, to the best of our ability, and trim our business sails to best meet the seas which either alternative will bring.

Elsewhere in this issue the editor of MEN'S WEAR REVIEW has discussed the possibilities for the men's wear trade following the cessation of hostilities. This we have done knowing this problem to be one occupying the attention of all in the trade. It is our belief that the after-the-war period will hold out wonderful opportunities for the men's wear trade. It is for the men of the trade—the men who have faced the mighty war problems so successfully—to grapple with the problems of the future in the same fearless, tireless manner.

RECIPROCITY IN GRIEF

IT can happily be said of many Canadian factories that a spirit of the greatest friendliness exists between the heads and those who work on the machines. This very thing increases the feeling of loss, under which many are now bending, as a result of fine young men and young women passing away. Administrative heads are mourning honored workers. Workers are mourning a leader who is no more. There is cause for pride, and for some measure of comfort, in the fact of this very reciprocity of grief.

A TEXT FROM ELBERT HUBBARD.

THE late Elbert Hubbard in one of his interesting little monographs epitomized much of the theory of successful business in the terse phrase, "We make money out of our friends. Our enemies will not trade with us." One might use a volume of words and add nothing to the completeness of this dictum. We are dependent on our friends for our business, therefore, it behooves us to make friends and to keep them. The merchant who thinks otherwise is the merchant who is financing on his jobbers' credit, and because he has few friends, and because his enemies either active or passive are many, he has few customers. No store can afford to lose a

friend, yet they are doing it every day by careless systems, and half-hearted service, and sometimes cavalier treatment. Some merchants think that this does not matter, that force of habit will still keep a customer wedded to the store. Sometimes it does for a time, but sooner or later our enemy will cease to trade with us. No store is strong enough to make enemies, and no store is so strong that it will not be benefited by making friends. The great aim and object of every store should be to make friends. Sometimes it may appear that the consideration for the customers' wishes is so much waste effort, but nothing that cements a friendship can be a waste. Friends are the largest asset any store can own.

FIX YOUR POLICIES YOURSELF.

WE have spoken of the necessity of making friends. This is a far different thing from making masters. There cannot be two masters of the same concern, and the merchant who lets the individual or the commuity in which he lives be that master is bartering his chance of success. E. U. Berdahl, secretary of the Retail Merchants' Association of South Dakota in a recent address put this thought very pertinently and very forcefully: "First of all the elements that seem to prevail against a lot of small town retailers is that lowly element of fear —fear of local competition, fear of distant competition and fear of the customers themselves. The minute you let some one else dictate your business methods, be they your competitor or your customer, you had better unload. I don't mean by this that the customer or the business associates should be disregarded. The old policy of "the public be damned" is found only in the records of the past. You must, of course, know and consider local conditions, local demands, etc., and fix your policy accordingly—but FIX it yourself."

LET THE CLERK DO HIS SHARE.

THERE are many merchants who seem to think that the business would fall into ruin if they took their hands off the wheel even for a moment. Ask them why they do not hand over certain work to their clerks, and they will look horrified and reply "Oh, I have to look after it myself to see that is well done." That is of course following out that good old misguided maxim: "If you want a thing done well do it yourself." That maxim sounds wiser than it really is. The business that is limited by one man capacity for doing things must of necessity be small. Business grows by the syndication of responsibility. Marshal Foch may know best how to carry out his own commands, but he couldn't win the war alone. He may retain the direction, but he must depute the work to others.

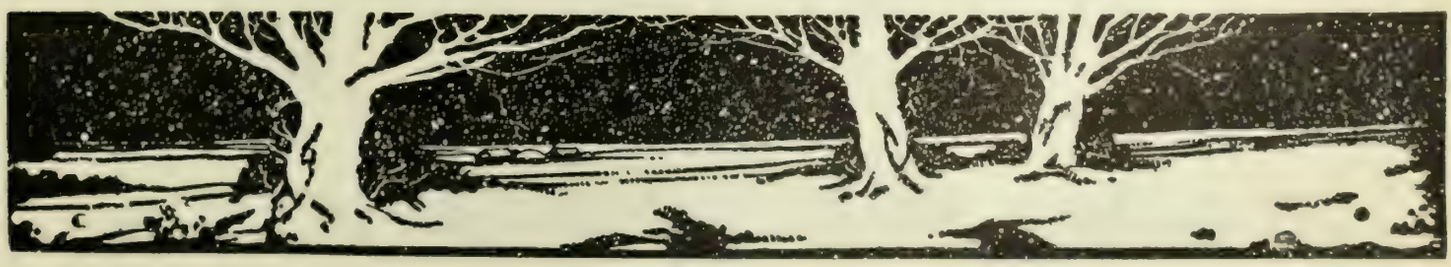
Moreover, the merchant who adopts the policy of doing all the important things himself must be contented with the half-hearted service on the part of his clerks that this policy engenders. Responsibility is the best tonic that a clerk can have. There are few men who will not grow with enlarging opportunities. If the clerk cannot be trusted to shoulder some responsibility, he is hardly worth keeping, and the logical conclusion of this policy is the one man store.

ADVERTISING POWDER IN WAR-TIME.

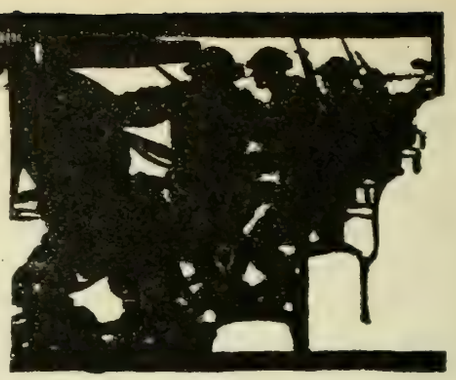
ONLY a few months after the United States had entered the war, while American munitions factories were buried under war orders that seemed sufficient to last forever, the Winchester Repeating Arms Company began an advertising campaign to induce people to buy rifles for hunting and trap shooting. The output of this factory was oversold for years to come. It took courage to adopt this policy, and there were people who knowing the conditions, laughed at their folly. But the company was right, it was looking ahead, years ahead, mayhap to the time when they would be able to deliver the goods, and when the people their demands fostered by this campaign would be ready to buy. They were building a market for the future.

There are some merchants even yet who question the value of advertising, they question its ability to get results. If you are tempted to adopt this viewpoint, think of this company who advertised for business years away.

There are times when advertisers will feel definite results from their advertising, cases they can point to where this or that one bought because of the advertising appeal. This is a happy situation. But the value of advertising does not stop there. It stops nowhere, and the indirect influence is by far the largest element in the success of advertising. There is always an enormous dormant market that can be stirred to life by the direct appeal. It is too good a chance for the merchant to miss.



Regulations Regarding Packing and Parceling of Christmas Presents for Soldiers Overseas



From the Post Office Department MEN'S WEAR REVIEW has secured the following information regarding the posting of parcels for the soldiers overseas. This will be of value in enabling merchants to assist their customers in sending off their packages.

"Parcels posted for delivery to soldiers in France for Christmas, 1918, should be posted in time to permit of their despatch from Canadian ports not later than the middle of November.

"The address should be as follows: (a) Regimental number; (b) Rank; (c) Name; (d) Squadron, Battery or Company; (e) Battalion, Regiment or other unit; (f) Canadian Contingent; (g) British Expeditionary Force; (h) Army Post Office, London, England.

"Unnecessary mention of higher formations, such as Brigades or Divisions, is strictly forbidden and causes delays.

"Parcels for troops known to be in the United Kingdom are subject to the parcel post rate for the United Kingdom which is 12 cents per pound or fraction thereof. The limit of weight for the United Kingdom is 11 pounds.

"Parcels for the Expeditionary Forces in France and Flanders are subject to the following rates:

For parcels weighing up to 3 pounds .....24 cents
For parcels weighing over 3 pounds and not more than 7 pounds .....32 cents
The limit of weight in this case is 7 pounds.

"Parcels for the Egyptian and Salonika Expeditionary Forces are subject to the following rates:

1 lb.	.....32 cents	4 lbs.	.....74 cents
2 lbs.	.....40 cents	5 lbs.	.....82 cents
3 lbs.	.....48 cents	6 lbs.	.....90 cents

7 lbs. .....98 cents

"The limit of weight in this case is 7 pounds.

"It is absolutely necessary that all parcels for troops should be very carefully and securely packed, as, owing to the conditions of transit, parcels not packed with more than ordinary care run great risk of damage or loss of contents.

"Thin cardboard boxes such as shoe boxes, and thin wooden boxes should not be used, nor does a single sheet of ordinary brown paper afford sufficient protection. It is also found that cylindrical tin boxes are very liable to damage.

"The following forms of packing are recommended:

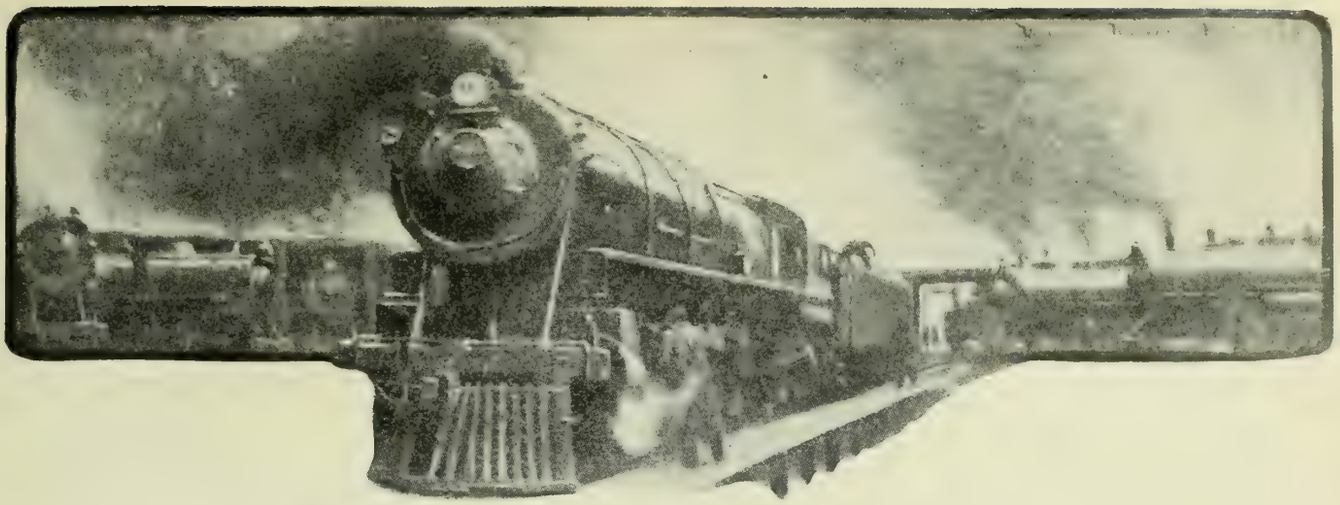
1. Strong double cardboard boxes, preferably those made of corrugated cardboard having lids which completely enclose the sides of the boxes.

2. Strong wooden boxes.

3. Several folds of stout packing paper.

"Additional security is afforded by an outer covering of linen, calico or canvas securely sewn up. It is recommended that all parcels be strongly and securely packed in covers of this nature.

"In the case of parcels for the Egyptian and Salonika Expeditionary Forces not only must every parcel have an outer covering of strong linen, calico, canvas or other textile securely sewn up, but these parcels should be as nearly round as possible, and well padded with shavings, crumbled paper, or other protective material, particularly if wooden or metal boxes with square corners are used, as such boxes are liable to damage other parcels."



Better Business at the Border

Retail Merchants' Association Has Been Going "Over the Top" Ever Since its Inception and is Putting Up Winning Fight by Close Co-operation of Nearly Five Hundred Members

PROBABLY the huskiest youngster of its kind in the Canadian business world to-day is the Border Cities Retail Merchants' Association. It will be nine months old in November, but it has more to show in the way of real achievement than many retail organizations that are old enough to vote. The Border Cities Association has more than 420 members and is growing rapidly. It is young and it is enthusiastic, right from C. H. Smith, the eight cylinder president, down to the most recent recruit. Doing things, especially the things that make for better business, is one of the main objects of the organization. The bigger the problem, the better. In its short existence the association has tackled many propositions that were just as hard to handle from a business standpoint as the Hindenburg line was for the Allies. Co-operation was the secret of the Allies' success and it is by co-operation that the Border Cities Retail Merchants Association is reducing salient after salient in the battles of business.

How It Started

The association had its inception one stormy day last February when C. H. Smith asked A. W. Peddie to come over to his office for a little while to talk over some business matters. Both Mr. Smith and Mr. Peddie conduct large dry goods stores. While business rivals they are the best of friends. During their talk over business problems the idea of forming the retail association came up. Neither Mr. Smith nor Mr. Peddie will take the credit for suggesting the formation of the organization. They are both modest. At any rate they got busy. They discussed the matter with other merchants. It was so popular that they were encouraged to include the municipalities adioining Windsor, all of which will be united into one large city some day soon. The plan was so good that it was no time before it was decided to call a meeting for organization, and merchants from Windsor, Ford, Ojibway, Walkerville and Sandwich gathered. There were more than 200 of them and they formally organized upder the name of the Border Cities Retail Merchants' Association.

A Busy Existence

The association has been a real factor in the commercial life of the border ever since its inception. It is interested not alone in merchantile problems, which are much more numerous at the border than might be supposed, owing to the proximity of Detroit just across the river with a population nearing the million mark, and aggressive merchants, but also in civic and industrial problems. These all have more or less bearing upon the retail life of the border municipalities and the merchants are doing their share in solving them. New problems are continually cropping up and as fast as they come committees are named to deal with them. Getting action, and quick action, is a feature of the work of the Border Cities Association. Nothing goes to sleep and with more than 400 live wire merchants focusing their attention on any problem that is necessary, things are bound to happen.

Features of Organization

In addition to the work it is doing there are many features of the organization itself that make it worthy of emulation in every community in Canada. The "Get Together" spirit is apparent in everything the association undertakes. It is not a one man organization. Every member has a chance to have a say on every question that comes up.

The constitution and by-laws were given special attention, and are probably unique among the business organizations of Canada. There is a sliding scale of membership fees, so that the merchant who only has one clerk does not pay as much as the merchant who has twenty or more. The by-laws state specifically that in the election of officers, each municipality must be represented. This is carried out to the letter, and with excellent results. A careful perusal of the constitution and by-laws of the association given elsewhere in this article are well worth while and there are many ideas in them which may be incorporated with advantage by various organizations into their own constitutions.

To Help All

The object of the association is to promote merchandizing and retail conditions for the betterment of the members, and to obtain improved service for customers, to discuss the problems of the members and of fellow retailers, to secure and give such help as is possible through co-operation and to work together for anything that will better conditions in the border cities.

This is a pretty broad basis upon which to work, and because it lives up to its creed is one of the reasons why the association is accomplishing so much and always has so much to do.

Right from the start the members of the organization realized that they had a lot of problems, many of them big ones, on their hands. However, solving problems is one of the real joys in life to border city merchants. Their proximity to Detroit provides them with any number of business puzzles. They have learned by experience that the only way to meet these difficulties is to meet them face to face.

Were Not Daunted

They were therefore not one bit alarmed by the magnitude of some of the problems that presented themselves, and

were crying for immediate solution. One of the things that was worrying the border cities' merchants most was the competition from Detroit. At a conservative estimate residents of the border cities were spending $1,500,000 annually in Detroit stores. The farmers of Essex County were spending probably $2,000,000 a year across the river. Incidentally it might be mentioned that no farmers in Canada are more prosperous than these Essex county men. They raise tobacco, early vegetables, fruit and other commodities for which there is an unlimited market, and top prices. As a result they have unlimited money to spend, and they certainly spend it. The border city merchants did not like to see such a large percentage of the money that should be theirs going into the coffers of Detroit merchants. This was a problem that affected all five of the border cities, but Windsor especially.

How They Met It

One of the big troubles was that the only daily newspaper in Windsor, "The Record," carried page after page of Detroit advertising. "The Record" had a wide circulation in the county and the merchants realised that they would have to offset this and offset it quickly if they were to obtain results. Through the efforts of Harry J. Neale, and of H. McClure Scandlers, secretary of the Border Cities Chamber of Commerce, who cooperated with the retailers, W. B. Hermann, of the "Saskatoon Star" was induced to come to Windsor. At first it was planned for Mr. Hermann to start a new paper in opposition to "The Record" and the retail merchants were prepared to stand behind the project and guarantee advertising contracts to the value of $65,000 for the first six months. Later it was deemed advisable for Mr. Hermann to buy the "Windsor Record" which was secured for $150,000.

Improved the Paper

With the home paper under their control the merchants took two important steps. They insisted that only Canadian retail advertising be handled and also that a real newspaper be gotten out. This meant increasing the size of the paper, enlarging the editorial staff and securing a special wire service. All these things have been done. The "Border Cities Star," the successor of the "Windsor Record," carries no Detroit advertising. It is much larger than the "Record" and by its special wire service provides border readers with the latest happenings from all over the world.

Doing all this within a few months was no small task for a young organization. But it has been successfully accomplished and now that they have the Detroit advertising eliminated, the border cities merchants are prosecuting with all the energy at hand an educational campaign. This is county wide and is aimed to show the residents of the border cities and the farmers all through Essex County that it is their duty to spend their money at home and support Canadian and particularly border cities stores and institutions. The merchants' association is going about this educational campaign in a most systematic manner, and hopes in time to reduce the $3,500,000 that is going to Detroit annually to an insignificant amount. There is every indication that their efforts will be successful because the people now that they are alive to what they have been doing and to the work the association is doing are responding. Although it is too early yet to show material results, there is no doubt that the elimination of the Detroit advertising has resulted in thousands of dollars remaining in Canada that would otherwise have gone across the line.

Keeping At It

The committees working on the problem are continually devising new ways of impressing people, especially during war times, with the need of buying at home. The committee is extending its work through the women's organizations, through the press and through all the various patriotic and fraternal organizations. The movement is growing stronger every day. Hundreds of women, for instance, who formerly were lured across to the big stores of Detroit by visions of bargains, especially in dress goods, are now buying at home.

CLARENCE H. SMITH
The hustling president of the Border Cities Retail Association.

One of the novel means of illustrating the power of buying at home is the travelling $5 bill. This is just an ordinary $5 bill which was started in circulation by A. B. Peddie. It is in a case and in the case also is a book and everyone who receives the bill is required to write down the date. The bill is in constant circulation, and to date has demonstrated that if spent in Windsor it would alone have a purchasing power each year of $2,100. In the first two months in which it was in circulation the $5 had changed hands so often that it had bought $390 worth of goods.

In order to impress on people the inportance of buying at home, stories are constantly appearing in the border cities' newspaper about the travelling $5 bill.

The bill is a good advertisement also for the association. On the back of the case in which it travels is the following:

Instructions

"This is a travelling $5 bill. It will be started on its purchasing way by our secretary, T. C. Ray. When you get it go out and spend it or pay a bill with it, but be sure that the retail merchant with whom you deal is either a member already of our Border Cities Retail Merchants' Association, or becomes one. When the bill reaches you sign your name with the date and the nature of your business, on the attached sheet, and also call up A. B. Peddie, phone 496, who is to keep track of this bill. Watch its progress and its purchasing. We hope to teach the people the advantages of trading at home. Information regarding fees of our association will be given to possible new members by T. C. Ray, phone 95, or by A. B. Peddie.

Reach the Farmers

Realizing that it is essential, if their campaign is to succeed, that they reach the farmers of the country, the association is constantly directing its guns at them through the press and by other means. The merchants have found an effective means of conducting their campaign in the fall fairs held recently. They were able at these gatherings to come in close personal contact with thousands of farmers and by means of personal appeals and special literature made good use of their opportunity to emphasize the duty, patriotic and economic, of buying at home. The results are already telling in increased sales in the border cities stores, and less money going over the river.

Some Other Problems

So much for one of the biggest problems which the young association tackled at the start and is fighting successfully. Another matter almost as important and perhaps just as far reaching was the question of collections. The border cities merchants owing to their location are placed in a peculiar position. Few cities in Canada have such

a large transient population as is continually going and coming at the border. Some of these people stay in Windsor for a few days or a month or even longer, but they make purchases and they do not always pay. Many of these people may be in Windsor to-day and in Detroit or some American city to-morrow. Most of them are good pay, but there is a percentage of them who were, to put it mildly, "delinquents." Before the association was formed, merchants of the border cities had a good many thousands of dollars out which they were anxious to collect. Much of this was in really small amounts and they were so busy with other business that they neglected going after it.

Has Done Great Work

If the association had done nothing else its existence has been justified by the work it has done in collecting the money due to its members. This work is handled under the direction of Thomas W. Ray, the efficient secretary of the association. Mr. Ray does not believe in any trifling or half way measures in anything he undertakes. His work in connection with the Border Cities Association speaks for itself, and it is a record of which he may well be proud. The collection end of the game is only one of the many things that he has undertaken, but it is a fair sample of the manner in which he sees things through. The main point is that Mr. Ray gets results in the collection system he has devised, and that these results are in nine cases out of ten in the very satisfying form of perfectly good little cheques which are negotiable at any bank. Mr. Ray has some ideas of his own in regard to the distribution of these cheques which show that Field Marshal Foch is not the only strategist in the world. For instance, he wants the members to realize that they can make the credit collection department of the association one of its most useful branches. He also wants every member if possible to attend every meeting, because there is so much good discussion every minute that any member who is not there is a real loser. He figured it out that one sure way of getting busy men to meetings is to give them some money. Every meeting night the secretary has a big bunch of cheques to hand out, the proceeds of his industry in collection work. The members who gave him accounts to collect do not know when they are going to hear from him. In a general way he announced before the meetings that he will have a lot of money to hand out and every merchant who is interested wants to be there and get his.

Makes Full Report

At the meetings Secretary Ray generally has a lot of comments to make on the progress he is making on his collections, or suggestions to the members. There is a lot of food for earnest thought in what he has to say, and the merchants appreciate it. He always urges them to make the fullest use of the Collection Department, and they are doing it. This year alone, at the rate he is going, Secretary Ray will collect more than $20,000 for the merchants. When it is considered that probably 95 per cent. of this had been written off by the merchants as a dead loss, and that many of the accounts were outlawed, some idea of the work the secretary is doing may be gained. In order to get the cheques that are coming to them, the merchants must attend the meetings. This is an iron rule with Mr. Ray. If the merchants will not come, he will not give them the money, no matter how much he has for them.

At Small Cost

All that it costs the merchants to have their collections made is ten per cent. of the amount. The secretary is continually devising ways and means of expanding his department. He uses collection letters. He uses persuasion, and he has infinite patience. But there are cases in which patience and persuasion fail. The secretary has encountered

THOMAS RAY
Secretary of the Border Cities Retail Association.

a few of these. With his usual resourcefulness he is meeting them and meeting them effectively.

"I want more power," he told the members at their last meeting. "It is useless for me to tell some of these people that I am going to take action to collect if I do not mean it. It makes a joke out of me and of the association if the weeks drag by and nothing happens, when I told them action would be taken."

There were something over 200 members at the meeting when secretary Ray made the above statement. In a few minutes his difficulty was surmounted. They backed him up to the limit and told him to go as far as he liked, as the entire organization was behind him. What is more they appointed Crown Attorney Rodd, one of the biggest and best known lawyers in Essex County as the solicitor of the association, with full power to take any action he and the secretary might deem advisable.

Will Be Far Reaching

"You have no idea just how much this will mean," said Secretary Ray. "It will show not only the delinquents but the whole public that this association means business. With an organization of more than 400 members behind us we have a power that is far reaching, and many of these people who might think we were bluffing will be more than pleased to pay up when they see that the matter will be carried into court if necessary. They will tell one another and the example will be good, and it will go a long way toward ending undesirable credits."

Another little plan the secretary is working on to aid the border cities merchants in their collections is to have all cartage agents and others who come in close touch with people who are moving telephone to him at once when anyone is making a change. It has often happened that people in Windsor who owed money quietly slipped over the river to Detroit or some other town and left the Windsor merchants in the lurch. In order to meet this situation the secretary is busy with plans by which he will secure almost instantly the name of any persons who are leaving the city, and also the destination of their goods. If they do not owe anybody any money all will be well, but in case they happen to owe half a dozen members of the association he will be able to pounce upon them and make them settle up before they can get away.

Got Them Together

Here is another little incident which shows the good work the Border Cities Retail Merchants' Association is doing. Not long ago two grocers in a certain section of Windsor fell out and started a cut rate war. The merchants got so enraged at one another that they would not speak. In order to get back at one another they cut and slashed prices mercilessly. The thing became the talk of the city. Citizens were getting goods at prices they never dreamed of before, and at which other firms could not compete. Things were going from bad to worse, and each of the grocers was suffering keenly but in a spirit of stubborn defiance would not stop.

Just here the retail association got busy. It required some manoeuvring and no little strategy to do it, but a committee from the association got the two hostile grocers together unexpectedly in another store, and had a heart to heart talk to them. They pointed out that the cut rate war was senseless, unnecessary and was draining the very life blood out of two good retail firms.

"You two chaps are simply dissipating your profits and are slowly bleeding to death," said one member of the committee to the two belligerents. "Be honest now, aren't you?"

The grocers admitted it and one went

so far as to say that it was a case of the one who had the last drop of blood being the winner.

Good Friends Now

Each member of the committee had something to say to the two grocers and they said it so earnestly and so effectively that the grocers soon saw the folly of their way. The sticking point however was the animosity between them. It was all over some little trifling affair but it had caused fierce bitterness between them. The committee members did some more talking and pointed out that life was too short for such scrapping.

"Here you two get together and shake hands now and call this thing off right now," was the good advice of one member.

And the grocers did so. They shook hands and the cut rate war ended right there. One of the men who was not a member of the association came in soon after and both men are now good friends.

Got In Strong

The members of the Windsor police force not long ago asked the Police Commissioners for a salary increase. At first glance you may wonder just what this has to do with the Retail Merchants' Association. But wait a minute. The policemen explained politely but emphatically that owing to the high cost of living it was imperative that they get more money. The Police Commissioners did not see it that way, and it was not long before members of the force commenced handing in their resignations and getting more lucrative positions eleswhere. Now to the credit of the Windsor police it may be said that they are good men and always on the job. Records show that by their good work they have recovered no less than 87½ per cent. of all stolen goods. There are a lot of goods stolen in Windsor, too, because it is a border point and a big railway centre, and car thieves are busy.

The retail merchants had reason to know just how good the police force was, because in addition to recovering quantities of goods that had been stolen from cars, etc.,the policemen were always giving them little suggestions for improving their window and door fasteners, putting lights at the best points in stores and similar little services that meant dollars and cents to the dealers. The police had demonstrated in many ways that they had the interests of the merchants at heart.

Merchants Get Busy

The police when their request for wages was turned down never thought of enlisting the aid of the Retail Merchants' Association. The members of the association however, were wide awake enough to their own interests to see that if all the good men on the police force were allowed to drift away for the sake of a few dollars a month increase in pay it was not going to be very long before store robberies in Windsor would become frequent, and car robberies a favorite pastime. They saw that instead of 87½ per cent. of the goods being recovered that there would be hardly any, and that in addition, the thefts might increase 200 or 300 per cent. So they got busy. A committee was named and went down at once and discussed the situation with the Police Commissioners. It didn't take them long to convince the police board that it was acting foolishly and against the interests of the community. The policemen got an increase right away, and once more harmony prevailed as a result of the good work of the association. Right here it might be mentioned that the retail interests of all the border cities have no more faithful guardians than the policemen. It is the old story of the bread cast upon the waters.

Growing Steadily

At the present time the association has 420 members and is steadily growing. These 420 members have 2,300 employees. The association is so constituted that there can be only one vote for each business house represented. Employees who are in good standing in the association can attend all meetings and take part in all discussions, but cannot vote. In this way the benefit of their business experience is obtained, and it is often invaluable.

It has been found advisable also to allow such men as bankers, doctors, insurance men and others to become associate members. Many of these men in their daily rounds become possessed of information that is of the utmost value to the association as a whole. On the other hand the association has a big value to the associate members because it brings them into close touch with classes of men whom it is most desirable that they should meet. All associate members have the use of the credit collection department in case they desire it.

Getting Acquainted

The association has adopted a good idea at all its meetings by which everyone present knows who everyone else is, and also what line of business he is in. During the early part of the meetings there is a roll call at which everyone present is required to stand up in his turn and give his name and state briefly his business. Very often prizes are offered for the cleverest response. At the last meeting, for instance, A. W. Cadwell, of the Cadwell Sand and Gravel Co., was awarded the prize for his response which was, "A. W. Cadwell, the man with lots of sand." By this system of having everyone present on his feet at least once during the meetings it has been found that the ice is broken, and that there is a much better spirit in general. At other meetings it often happens that one or two men take possession of the gatherings and no one else ever speaks all evening. There are no long speeches at the border merchants' meetings, and yet everyone is free to speak on any question he chooses.

Electing Officers

Elections for officers take place the first Tuesday in February. Nominations take place two weeks before, and all must be made in writing. Any one man can only hold one office. The nominee from any of the border towns who receives the highest number of votes from that town is elected. There is one vice-president from each of the border cities, this insures equal representation on the executive.

All officers and committees and members co-operate to the fullest extent in all work. The druggists, for instance, recently by their support and the support of the association protected a member from their section who was wrongly accused by the license inspector under the O. T. A. of violating the law by selling Columbian spirits.

Closed Them Out

The laundry and dry cleaning men got together and decided that those tailors and repair men not having such plants should not reap the benefits of firms which had. It was found that a number of little firms which had no facilities were advertising and making all sorts of claims. For instance, a tailor would advertise that he did dry cleaning, etc., when he had no plant for the work. He would take it and then send the work to a real dry cleaners and collect a profit from the customer. The dry cleaners and laundrymen, in order to protect both the public and themselves from these people took action which resulted in completely stopping this misrepresentation. They refused to take the work and also advertised that the firms listed were the only real firms in the business. The tailors and others endeavoured to get around this by continuing to advertise, and by sending any goods they had to London or Sarnia firms. They soon found however, they were up against a losing game and quit.

Fixed The Hours

Through the association the druggists, grocers, hardware firms and others got together and arranged for early closing hours and half holidays, etc., that were satisfactory.

At the present time the association is taking up such important questions as having the Transient Traders' Act greatly broadened, the enforcement of the act in regard to hawkers, the question of co-operative deliveries, and the teaching in the schools of salesmanship.

The members have taken a most active part in all patriotic work, and in the coming Victory Loan campaign is preparing to maintain its previous records. The various committees are ready at any time to give their time, money, work and influence to any patriotic object. Special committees meet all returned heroes on their arrival, and welcome them and take them home in autos. In the past four months the committees have met and welcomed more than 160.-

(Continued on page 54)

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, October 25—The situation in regard to cloth shows no easing away whatever. In spite of efforts of the United States War Industries Board to allot wool for civilian clothing, the supply in sight is such that government requirements will absorb the entire amount. Until such time as arrivals will overcome government needs, there is no hope held out for civilian needs at all. It is thought that at least six months must elapse before mills will turn out other than government materials.

Reports from Great Britain are along the same lines. The government there has taken over the carding and spinning machinery and with a shortage of coal now threatening it is felt some months must elapse before civilian cloth will again be on the looms.

Stocks on hand in Canada are very good, however, and results of such curtailment in milling operations will not be immediately felt. There have been some fair shipments of cloth come through and the outlook for Spring is by no means discouraging. Prices are high and will, it is expected, continue so. This will show in ready-to-wear to a greater extent as manufacturers dip into the high-priced cloth now generally on hand and arriving.

The undertone to the market on cleanable collars is very strong. Indications are that materials are increasingly hard to get and the outlook after January 1 is not encouraging for a continuation of the present price schedule. Competition may enter as a factor to keep quotations down to present basis but time will tell the tale.

Booking business on shirts has been proceeding very satisfactorily and manufacturers report a heavy volume of orders for Spring. Merchants generally are showing a disposition to provide for their needs at firm prices rather than hold off for a change in quotations and take the risk of being unable to secure the goods. The cheaper lines of shirts show a comparatively small advance of about 10 per cent., whereas silk shirts and wool taffetas are up as much as 33 1-3 per cent. to 40 per cent.

Materials with which to manufacture popular-priced neckwear are extremely scarce and the outlook is anything but encouraging. The higher-priced lines are still available in fairly good quantities, arrivals of orders long since despaired of helping out the situation in these materially.

The epidemic of sickness raging throughout the country during the past couple of weeks and still going strong is having a material effect on output of the various mills. Deliveries of underwear and hosiery which were proceeding satisfactorily have been largely interfered with and it is estimated a loss of about 30 days will be the result in several mills. This is a serious matter now when capacity of mills has been taxed when operating full time to take care of business on hand.

CLOTHING

Little Cloth Now Coming—War Needs In United States and Coal Shortage In Great Britain to Affect Civilian Output

CLOTHING—There are a few odd shipments of cloth coming along, but not sufficient to make any great showing and goods now coming apply very largely on orders placed twelve to eighteen months ago.

The situation in regard to wool for civilian requirements in the United States shows no improvement over conditions outlined last month. From present indications, when the stocks of wool now on hand for civilian manufacture are exhausted, the mills will either have to take Government contracts to maintain operation or close down. Added to this gloomy outlook for the industry, any relief in the way of wool for civilian use during the next few months would do nothing short of miraculous, officials say. Whether any wool will be released by the Government will not be known before January 1, or at least when the estimates of requirements and the stocks on hand have changed. But even then no promises are being held forth by the War Industries Board.

Analysis of the wool situation and the predicament of the civilian wool manufacturing industry shows that any blame to be placed for the lack of wool for this use can be laid at only one door—and that of inexorable war conditions. Although many other industries have had their production either totally or partially curtailed because of neccessity of diverting the manufacturing factors to strict war production, such a step has been taken by the Government only because of the pressure to keep the Americans and Allies fighting forces fully supplied.

The woolen manufacturers have been acquainted by the Board of its inability at present to aid them in their plight. They also have been asked to adapt themselves so far as possible to war conditions. Even though this last suggestion is followed, many mills will be forced to close down entirely or convert their machinery to the production of other material, but it is not believed the Government orders can keep all mills occupied.

Similar conditions exist in Great Britain where latest reports are to the effect that the Government has taken over all the carding and spinning machinery. That means there will be little or no

cloth for civilian needs turned out for at least the next six months other than the standard cloth for domestic use. The shortage of coal is a factor mills are confronted with in the Old Country and as the Government controls distribution of this as well as wool there is no way of getting around any restrictions imposed even were such a step contemplated. Early deliveries for 1919 will it is thought represent a very small total.

Conditions locally, however, are not too bad. Stocks of cloth are very good and indications are that Spring trade will be very good. Manufacturers are receiving a nice volume of orders from their travellers who are now out and from one source it was learned that pure wool garments selling to the retail trade at $50.00 to $60.00 are moving remarkably well. The requirements of the trade will be met quite readily it is expected from stocks on hand.

COTTON

Buyers Show Disposition To Hold Back —Yarn Shortage Ties Up British Looms—Mills and Manufacturers Affected by Epidemic

COTTON—The favorable war news with peace talk which has been going the rounds so persistently the past couple of weeks has caused buyers to hold back somewhat. This is not so much in view of lower prices which might be looked for as a tendency to readjustment along after war conditions, it is thought.

Stocks arriving at United States milling points are now fairly heavy, but a distinct shortage of cotton yarns in the Old Country is reported. This is so acute that the Cotton Control Board there ordered the stoppage of all looms for one full week beginning October 21. The operatives affected are entitled to receive a full week's Control Board rate of pay or the proper proportion thereof.

The board has further decided that beginning with October 28, the scale of levies for looms shall be doubled until further notice. A comprehensive census of trades, stocks and rates of consumption in cotton, cotton yarn and coal is being taken by the board. It is reported a deputation of cotton officials will shortly leave for the United States for the purpose of dealing with the freight question.

The latest report issued by the Department of Agriculture in the United States places the condition of the cotton crop of September 25 at 54.4 per cent. of normal as compared with a condition of 57.5 on August 25 last, 60.4 per cent. on September 25, 1917, 56.3 on September 25, 1916 and 65.0 the September 25 average for the past ten years. A condition of 54.4 per cent. forecasts a yield per acre of about 154.1 pounds, and a total production, allowing 1 per cent. from planted area for abandonment, of about 11,818,000 bales. Last year the production was 11,302,375 bales, two years ago it was 11,449,930 bales, three years ago, 11,191,820 bales, and four years ago, 16,134,930 bales. It is reported that more than 50 per cent. of the crop has been picked, against 31 per cent. at this date last season.

The outturn of the Canadian mills and manufacturers is being seriously interfered with by the epidemic of Spanish influenza now raging throughout the country and the loss is one which will be hard to overcome. Hosiery, underwear and overalls for civilian trade will be the first to suffer as Government work will be pushed to the fore to maintain as near output as possible. It will probably mean a complete 30-day loss on civilian requirements—a very serious factor when it is remembered that every mill and manufacturer has been driven to the limit to take care of business on full-time operation.

There is no likelihood of a drop in prices but on the other hand an advance in all lines for the Spring season is anticipated. Anyone open for any lines is urged to buy now, even if necessary to carry until Spring. Orders being placed with the mills by the jobbers are being pared down from 50 to 75 per cent., which means only a small delivery of orders wanted will be made. Under these conditions retailers would be well advised in placing for Spring as early as possible. It is intimated that merchants wanting goods are placing, price being little or no consideration if goods are available.

WOOL GOODS CLIMB

Pure Wool Offerings Few—Odd Lots of Mixed Cloths at High Figures—Canadian Wool Being Exported

WOOL—More and more are restrictions being placed on output of the woolen mills. There is nothing new being offered for the civilian trade from the United States, and a very small range from England, while Canadian mills are loaded up with government business and not encouraging other orders. Samples offered are odd lots only it is stated, and poor stuff for the most part, little or no pure wool being available, and prices ranging up from five to seven hundred per cent.—simply absurd levels according to best informed authorities, prices at which people will refuse to buy.

Examples are given: An ordinary serge which, prior to the war retailed at 50c—to-day the price would be $2.50. A cotton plaid which used to retail at 25c would now have to sell at $1.25.

Canadian wool is finding its way to United States markets rapidly now. Already about 1,500,000 pounds has gone forward and balance will be rapidly cleaned up. Canadian manufacturers purchased in all about 2,000,000 pounds of the Canadian clip, a much bigger percentage than usual, and indications are that they are now well supplied with raw material for the next four to six months. The situation in respect to the balance of the clip is simply this:—Growers are faced with the problem of buying feed and consequently must have returns, which means that export of the balance of the clip will proceed at once. It is intimated that had the manufacturers expressed a willingness to take balance of clip, growers would have made banking arrangements to hold balance to their order but no assurance that they would take wool was forthcoming, so the only course left open to growers is to export. It is expected another month will see completion of shipping the year's clip.

There are still balances of fall and winter underwear and hosiery to be shipped from the mills and indications are these will be held up rather badly owing to epidemic of influenza now raging. One manufacturer stated that two of their mills were completely shut down and the others operating less than half time. Other manufacturers are undoubtedly similarly affected so deliveries are bound to be late on goods not yet in transit.

The situation in regard to cloth for civilian clothing shows no easing away. It is indicated that despite all efforts of the War Industries Board to apportion part of the wool supply for the manufacture of civilian clothes and other uses, Government requirements have assumed such proportions that it is doubtful if these can be fully met by the stock now on hand and coming in. The result is obvious—there will be no wool for civilian use allotted by the Government for the next few months, and not even then if it is seen that a discrepancy still exists between Government requirements and the available supply.

An interesting sidelight on the situation in the States with regard to khaki cloth, with orders for which mills are loaded up, is that this is not turned out from khaki yarn now but dyed. Looking abead, this means output of mills can be turned to civilian account with little or no trouble should sudden cessation of hostilities develop.

SHIRTS

Dealers Placing Quite Readily For Spring—Peace Talk and Favorable War News Not Holding Back Buyers to Any Great Extent.

SHIRTS—There seems to be a tendency on the part of buyers generally to place orders freely for their Spring requirements. Shirt manufacturers report sales as exceptionally good, all lines being in demand from the lowest price to the highest. Peace talk and favorable war news have had little effect on buyers as yet, it being generally apparent that if deliveries are to be assured, orders must be specified early. This indicates a really healthy condition in the trade and the belief prevails that retailers have had brought home to them the wisdom of securing what might be termed priority in shipments by taking advantage of showings made by the manufacturers, rather than depending on the hand-to-mouth system of ordering.

Higher prices generally obtain over those existing last year, this being more apparent in the really expensive lines than where the range starts. At $16.50 where the majority of manufacturers start, an advance of about 10 per cent. is shown. Silk shirts, however, which

sold at $45.00 last year are up to $60.00 and wool taffetas selling at around $56.00 a year ago are now up to $84.00. This will show the trend of the markets generally.

A very good range of samples is being shown it is stated and it is sometimes hard to believe that a scarcity of materials exists It has been a continual fight to secure goods, but as long as they come through no one feels so badly. What may develop beyond Spring is not known—the requirements of the trade up until that time are likely to be very well taken care of.

COLLARS

Soft Collars In Greater Favor Than Ever—Firm Undertone to Cleanable Collar Market—Spring Business Good.

COLLARS.—More and more is the soft collar a favorite, according to several manufacturers. There are many factors contributing to this—the high price of the stiff collar, the wide range of offerings on the soft collars, and the consumer outlook on laundering, which, with the soft collars, may be done at home. Altogether business on this line both for immediate delivery and spring is considered very good, showing a splendid increase over last year's sales.

In respect to cleanable collars it is indicated that makers of certain materials have refused to accept orders after January 1 and the inference is that prices may advance after that date. These people also are, it is stated, unable to let Canadian manufacturers buy largely now, so the result in this case will be a diminution of output as well as higher prices. There are some factors which may hold prices down to their present level, competition probably entering into the situation to a large extent. It would seem good policy for the trade to buy in requirements of good sizes cleanable collars in view of possible scarcity and higher prices. If left too long it would seem as though hand-to-mouth distribution best possible.

FEWER GLOVE STYLES

Action Taken in United States With Regard to Eliminating Many Styles

GLOVES, MITTS.—A recent announcement by the War Industries Board in the United States contains information relative to gloves and mitts which may have a bearing on conditions here in this trade. It is indicated that manufacturers of light leather gloves and mittens will adopt a conservation programme to prevent the unnecessary use of material and capital in the industry. Many styles are to be eliminated, colors will be restricted and the length of gloves limited.

The schedule has been worked out by the conservation division of the War Industries Board with representatives of the manufacturers and is for all gloves and mittens or combination gloves or mittens made of light leather and other materials in which more than 25 per cent. of the material used is light leather. It will apply to all gloves and mittens manufactured for the 1919 spring and fall seasons.

Manufacturers, however, may cut gloves to correct stock or to fill orders now booked. It is understood no orders should be taken contary to the provision of the schedule except to use up materials already on hand, finished or in the present process of manufacture. The cutting of such stock should be discontinued after February 15 next, but it is expected that so far as possible manufacturers will adjust at once their business to the new schedule.

This shows another branch of industry which is coming more or less directly under Government supervision and it is not unlikely that some such action may be found necessary here. Manufacturers as yet are unwilling to commit themselves to any definite pronouncement on the subject, but are quite satisfied to adopt any measures necessary to successful furtherance of the war program here or as affecting Allied countries.

HATS AND CAPS

Higher Prices Still the Rule—Range Cut Down Materially—Trade Buying Carefully

HATS AND CAPS.—Market conditions generally show little variation from those outlined last month. Manufacturers of caps indicate that materials are increasingly hard to get with the result that they have been compelled to curtail their range about 50 per cent. Further reductions are being made as lines are sold up with no opportunity for replacement and it is indicated that the merchant who bought early will be the one to get the range and secure the goods. No guarantees as to further supplies are forthcoming from the mills, which have of necessity curtailed civilian production to a minimum.

The situation in hats is largely unchanged. Merchants are buying carefully, securing where possible a nice range, but keeping the quantities down to a fraction of their former totals. Italian hats will be few and far between with some importers, whose principals have discontinued manufacture, owing, it is said, to conditions brought about by the war. English hats continue to come along fairly well and the outlook for spring is not too bad.

NECKWEAR

Difficulty Securing Popular Priced Lines Grows—Stocks of High Grade Neckwear Very Good

NECKWEAR. — Difficulty securing materials for popular priced neckwear continues to grow. In fact, manufacturers hardly know where they are going to be when present stocks are absorbed—a condition rapidly developing. Some merchants have seen the handwriting on the wall and bought heavily, sufficient to last them for the next few months. Such action will assure stocks which are to-day becoming impossible to replace.

In the high priced lines the situation is not quite so acute, manufacturers being in a position to take care of their trade for some little time yet through arrivals which they had almost despaired of getting. The range, as a whole, is good and showing a mighty attractive one.

Conditions generally surrounding the markets are bad. As one manufacturer expressed himself, "The situation is just the same, only worse." And that seems to express matters as they are with emphasis on the "worse." Lower prices are not expected for some time to come, with materials growing scarcer and manufacturing costs mounting—the outlook really is for even higher levels.

IMPORTANT RULING RE TRANSPORTATION

Ottawa, Oct. 28.—The influenza epidemic is responsible for a ruling issued by Sir Henry Drayton, chairman of the Board of Railway Commissioners. The James Shearer Company, of Montreal, brought the question to the notice of the board. They asked that demurrage charges should be held up till the epidemic subsides as yards are practically tied up owing to the absence of the employees.

Sir Henry holds that the car demurrage rules do not cover a case of the character. A condition, however, such as the present was never contemplated when rules were drawn up. "As I see it," he proceeds, "it would be absolutely unfair and improper to penalize shippers who cannot accept cars owing to the ravages worked by the epidemic on their employees. The matter is one absolutely beyond their control. Demurrage ought not to be charged under such conditions, and in my opinion the railways ought to be advised that demurrage ought not to be charged, and that if necessary the appropriate amending order should be made as of this date."

Lieut. J. Sid Rankin, who before the war was manager of the Fashion Craft shop, Richmond street, London, has recently been reported wounded.

HATS and CAPS

SPRING HAT ORDERS MAY BE CUT

Word From One Manufacturer Already Announces Deliveries of Only 75% of Previous Season's Supply—Shellac Scarce, Complicating Situation.

IT now begins to appear that for Spring retailers may secure only some 75 per cent. of the hats which they secured for the corresponding season of the year before. Some manufacturers at least are on the point of advising the retail trade that such a step will be necessary in order that all customers may receive a fair share of the factories' limited output.

In view of this coming action on the part of some manufacturers at least, there is small wonder that the retailers have been very glad to accept Fall hats which were delivered much after the time specified. In a recent issue MEN'S WEAR REVIEW urged the advisability of taking in these late goods, and judging from the information received from the hat manufacturers the suggestion has been acted upon.

By now the great percentage of the fall headwear has been delivered, but a good deal was very late and some orders are not yet filled.

Booking Orders Satisfactorily

As far as Spring, 1919, orders go, it seems that the travellers who are now on the road are booking these satisfactorily. The trade as a whole realizes conditions very well — realizes that prices have to be higher—and that by reason of the various Government regulations the styles which can be sold will have to be limited. The trade also realizes the advisability of placing orders early so as to make as sure as is possible of deliveries.

But, as has been indicated, there will be uncertainty as to the amount of hats retailer receives until these have actually come through. What is in the wind may be indicated by quoting from one large manufacturer who states:

Will Reduce Orders 25%

"To-day the retailer, of course, understands the price situation, and will in the near future learn that it has been necessary for us to limit the orders from all customers to 75% of the quantity which they ordered for the corresponding season one year ago. We foresee that our total output will easily be curtailed to the extent of 25% from last Spring's production, and feel, in fairness to all, it is wise to correspondingly limit each customer's purchases."

"In these unusual times we feel assured of the co-operation of all our customers, and while it may, in some cases, prove a hardship to them to have their purchases limited to this extent, it is our opinion they will accept the situation cheerfully, and endeavor to assist us in serving to the best of our ability the interests of all concerned."

As to prices which will have to be charged at a later season it can only be said that these will be higher. Yes, higher than prices which are being charged for Spring hats. Practically all raw materials used in the hat industry are imported into Canada, so that it is very hard to see where any immediate reduction in this class of merchandise can come. Until shipping gets normal—and it will be a number of years after the termination of the war before such a thing can occur—these imports will be high in price.

The opinion of one manufacturer with reference to the present war situation will be of interest. He says:

"With the good news that we are getting these days, things may be easier by Spring in regard to ribbon and leathers, but fur, in our opinion, will still maintain the higher prices of the present day."

Another Blow For Stiff Hats

A shortage in shellac is now being noted. Last year some 16,000 tons of shellac were brought into the United States and this year, according to a recent announcement, this supply is to be cut to 5,000 tons. Now, a large quantity of shellac is required in the hat industry—especially where stiff hats are concerned. There is a likelihood that the hat manufacturers will be asked to get along with very materially smaller quantities of shellac, however, for it is needed in other industries which are considered more essential at the present time. This seems likely to mean a further reduction in the number of stiff hats shown by manufacturers.

ADDED QUALITY INCREASES CAP PRICES

This Has to be Remembered When Caps Are Considered—Difficulty of Getting Cloths—Why Merchants Regard Caps With Increased Favor.

OF late MEN'S WEAR REVIEW has been carrying on an inquiry to find just why men's wear merchants are giving greater attention to caps than ever before—just why this department is more than ever worth while. Many reasons have been advanced by many merchants—the importance of the boy, the suitability of the cap for the automobilist; and just as we write, the question of price has been outlined as a reason why the cap department has assumed greater moment.

Says one merchant, speaking on this point:

Give Better Profits

"Caps give us better profits now than ever before. If we can get the turnover without too heavy a stock—and we find we can—this department pays handsomely."

Speaking on the same line another merchant refers to the comparative safety of handling caps:

"It is," he says, "always possible to clear out the cap stock without loss. There is practically no deterioration."

This merchant goes on to show just why there is mighty little deterioration in caps with him—just why he has little difficulty in disposing of stocks when the end of the season approaches.

Caps, in his store, are displayed prominently in windows—are put out on the table so that people can handle them. Thus sales are stimulated and the caps are bought in small quantities, and often, so that the latest in style is secured.

Situation Needs Study

Caps have come well to the fore of late. There seems no reason to doubt that aggressive, analytical methods such as those of the merchants here quoted are responsible in good measure for the better cap business.

There can equally be no doubt, however, that there is room for even more work, and that there is great need for close study of the cap situation, which is considerably complicated at the present time.

Cap prices are rather misleading. They have advanced materially. The cap business formerly was done on prices ranging from $4.50 to $12.00 per dozen. To-day business is done from $12.00 to $24.00 at least—a few ranges selling well above the $24.00 mark. But the advance in price is not altogether the result of increased cost of goods, making, etc. The cap being now sold is bigger better, and therefore more costly than the old caps. The one-piece top, which is so popular, requires much more cloth than had to be used in models which had not this style feature.

Materials at the present time are scarce. Makers, in many cases have their Spring, 1919, needs covered, but for Fall and Winter, 1919, there is considerable anxiety. Just why can be explained by quoting one manufacturer's words:

"Regarding the heavy goods situation the mill from whom we have been getting perhaps one-fifth of winter goods for the last four seasons advises us that it cannot talk business for next season, as they have been "forced to accept" a Government contract which will take their output for a year. This is a Canadian mill, of course."

Buying Cloth Everywhere

Some makers are trying to guard against what seems to promise a future shortage of suitable cloths by picking up a piece here and another there, anywhere suitable cloth is to be obtained.

There is a tendency for merchants to buy smaller sizes in men's caps. These, it appears, are being sold to boys who, as in other lines, want the best. Sometimes they can get better caps in the small men's sizes than in boys' caps, though this state of affairs is slowly changing. Where merchants have once stocked the better goods in boys' caps they repeat. No longer are they afraid boys will require the cheap lines.

Belts on caps are, it would seem, still pretty strong for spring, but it is the shorter belt which is wanted. Silks, too, are strong for spring and can not, apparently, be gotten too gorgeous in color to suit most of the trade.

FIRE LOSS PREVENTED

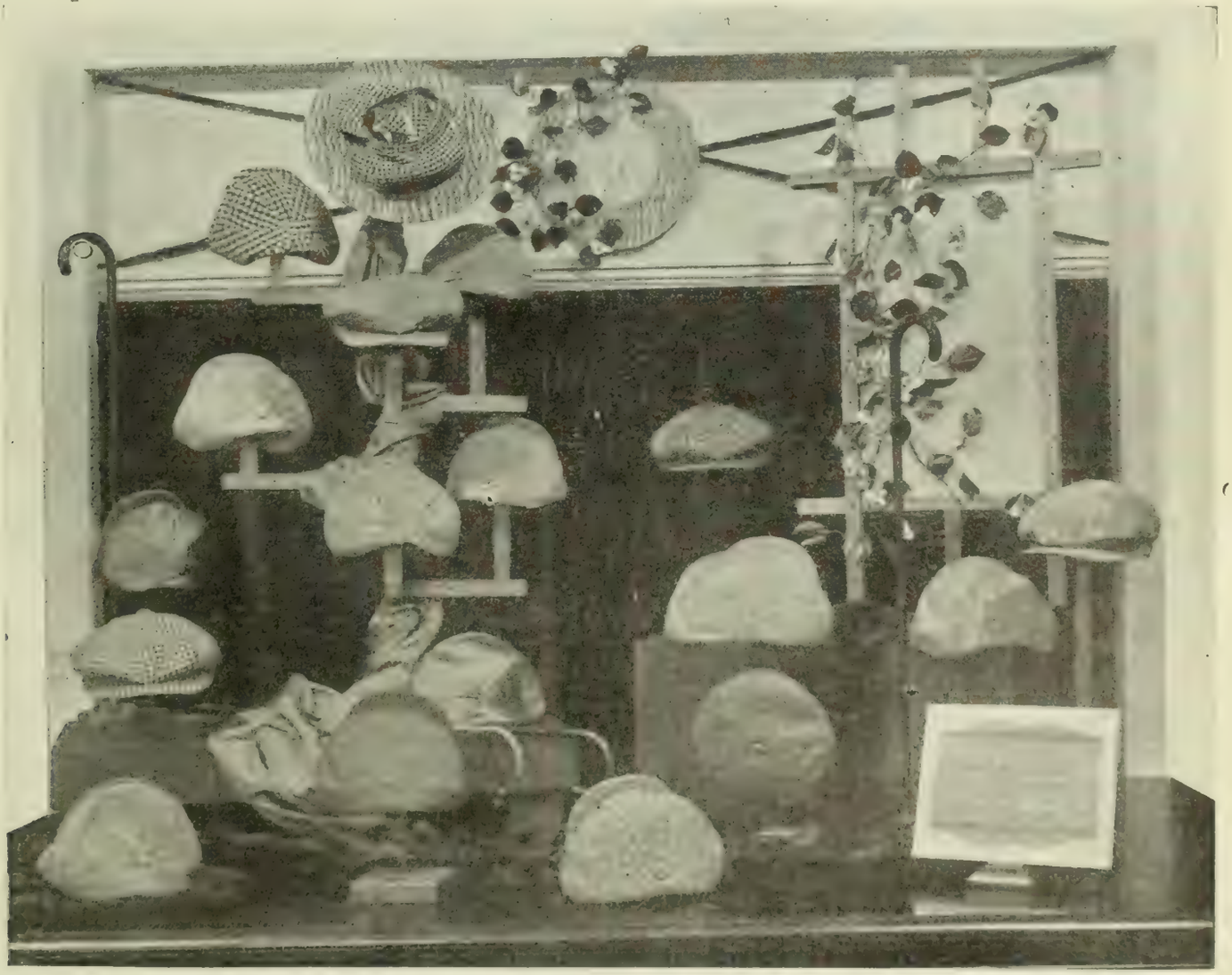
Fire was discovered recently in the rear of the Morrish Clothing Co., and because of the prompt action of the firemen, who were soon on hand, the loss will be small. A defective chimney was apparently the cause of the fire. The loss is fully covered by insurance.

DOWLER'S WIN DIPLOMA.

The Western Fair board, London, Ont., has presented R. H. & J. Dowler, Limited, with a beautiful diploma for the finest exhibit of boys' and men's clothing at the Western Fair this year.

TAKE NEW STORE

Kay's men's furnishing have taken a part of the new McDougall and Secord Building adjoining the Royal Bank, Edmonton. The upper flat will be used by Kay's as a manufacturing department.



Here is an illustration MEN'S WEAR REVIEW *has used before. Since it indicates how a cap window may be trimmed to splendid effect we herewith reproduce it, believing many designers will benefit from a study of this display.*

CHEAP CAPS IN STOCK MAY SOUR CUSTOMERS

Correspondent Believes Careful Dressers Are Turned from Cap Purchase by Seeing Some Cheap Cap Models—Caps Now Winning Way Fast and Care Should Be Taken to Avoid Any Setback.

By CHAPEAU

WHO is responsible for caps being buried in the back drawers in a good many men's wear stores? Why is it not considered worth while to give them window space, display space and advertising? Why put the boy in charge of them who has just graduated from carrying parcels, as I know one large retailer does?

Granted that conditions in these respects are 1,000 per cent. better than they were a few years back, yet still we have to "look" for caps in a good many stores where ties, shirts and collars are given good display. Caps nowadays sell from $1.50 to $5.00 and yield an exceptionally good profit. They deserve attention in the interest of the business.

The consumer or wearer has surely done his part. Notwithstanding that a half million cap wearers, or potential cap wearers, have been fitted with khaki the last four years have been wonderfully good years for cap selling. Yet there is no doubt that this increase can be multiplied many times with profit to the wearer, merchant, jobber and manufacturer. There is still a goodly number of males who have not gotten over the feeling that a cap is a cheap contraption for cheap sports. Those with this idea constitute the biggest part of those who should be cap customers, but aren't.

All credit to several firms who have advertised caps into some sort of prominence of late years. But advertising is only an adjunct to a campaign for winning over these "die-hards." My contention is that cap business will be mightily stimulated when all stores cease calling for "junk,"by which I mean, caps to be sold under, say, $1.00, for nothing else can be produced under present conditions at that figure. Is there a man in Canada to-day whose shoes or clothes call for a 50c or 75c cap to match? There are caps to be seen in every men's wear store in Canada, which no man-about-town need to be afraid to wear in broad daylight. There are no better caps produced anywhere in the world than in Canada today. Why then give the whole cap business a black eye by offering something that makes another possible customer ashamed to be seen in similar-shaped headgear? Modern factories have none of this class of goods to offer. They have no old clothes to make up, nor washed rags to make into caps at ridiculous prices, but for the sake of the business as a whole they would like to see these goods off the market.

Caps have bravely struggled out of the rut in the last few years. It is in everyone's interest to keep caps in this greater prominence. Thus extra business is secured for the store.

BUSINESS AT THE BORDER

(Continued from page 48)

000 American soldiers who were passing through Canada. Every soldier was provided with stamped picture post cards, cigarettes, chocolates and often with eatables. The advertising value of these postcards to Windsor has been of enormous value, and the committees are constantly receiving letters and cards from the men who are now overseas thanking them for what was done.

Following is a list of the officers: president, Clarence H. Smith, dry goods, Windsor; 1st vice-president, Henry Crouchman, coal merchant, Walkerville; 2nd vice-president, Clarence A. Lanspeary, Windsor, druggist; 3rd vice-president, O. Desrosiers, grocer, Sandwich; 4th vice-president, H. Plant, grocer, Ford City; 5th vice-president, A. J. Wilkinson, druggist, Ojibway; Directors, A. B. Peddie, H. J. Neal; F. L. Howell, J. R. Hewer, George Nairn and H. L. Pratt; secretary-treasurer, T. C. Ray.

Following is the constitution:

BORDER CITIES RETAIL MERCHANTS' ASSOCIATION

Article 1.

Section 1. This Association shall be known as "The Border Cities Retail Merchants' Association.

Section 2. The title, "Border Cities," it is understood refers to the municipalities of Ford, Walkerville, Windsor, Sandwich and Ojibway.

Article 2.

Objects.

Section 1. To secure more friendly relationship and more fellowship among our members, to cooperate with each other in the solution of our common problems in various lines of business; to lend assistance towards the creation of practices and results affecting ourselves but of interest to our fellow merchants; to cooperate with other organizations having kindred purposes, for the advancement of commercial interests.

Section 2. To safeguard the interests of all the retail merchants individually and collectively, in our vicinity.

Section 3. To exert our influence as an association towards the securing of legislation, through municipal, provincial and national legislative bodies, such as may strengthen, advance and protect ourselves as retail merchants.

Protects Members

Section 4. To use our influence against any such legislation that may be proposed in the said legislative bodies, if such legislation seems to be adverse to our own or our national interests.

Section 5. (This section to be included after affiliation with the Dominion Retail Merchants' Association or after incorporation of our own organization). To protect our members by the establishment of a credit reporting department, for the conservation of credits and for the collection of accounts.

Section 6. To endeavor to have the trade of our vicinity confined as far as possible to the retail merchants here, as against the out-of-town mail-order houses, co-operative stores, wholesale houses and retail stores not of our municipalities.

Section 7. To conduct a campaign, through the newspapers or other mediums for the impressing on the consumers of this vicinity their obligations towards the retail merchants who are carrying stocks, employing hands, and doing business for their comfort and convenience here, and.

Section 8. To, as a body, lend our loyal aid towards the enforcement of any legislation that may be made, and which is deemed necessary for the best good of our nation.

Article 3.
Membership.

Section 1. There shall be two classes of membership, namely, "Active and "Associate" Members. The Active members are voting members, the Associate members are non-voting, except at such times as by proxy of an absent active member they become for the time being an active member.

Section 2. An active member is one, who, having complied with our scale of membership fees and being in good standing, is either a proprietor of, a partner in, or an active "bona fide" manager of a store or shop, where the business or service is direct to the consumer.

Section 3. An Associate member is one whose place of business or shop is already represented by an active member with voting power, and who may therefore be another partner to the voting partner, another stockholder of an incorporated company, or an associate manager of an active member. One place of business under separate and distinct management has one vote.

Section 4. To the specified associate members referred to in Section 3, there may be added other associate members who, through interest or wishing to use our credit department, may desire to join our association. The question of eligibility of such is to be decided by the Directors of the Association.

Article 4.

Government.

Section 1. The government of the organization shall be vested in the Board of Directors, consisting of twelve (12) members elected in accordance with the by-laws. Of these twelve directors, there shall be a President, five Vice-Presidents, and there shall be six directors. The five Vice-Presidents shall be representatives of the five municipalities in the Border Cities.

Section 2. A permanent Secretary-Treasurer shall be appointed by the Board of Directors. He shall attend all the meetings but he shall not have voting power.

Section 3. The Board of Directors shall have the power to amend, change, or suspend at any time any article on this constitution or the By-laws that are adopted until such changed constitution or the by-laws is approved and adopted at a meeting of the association, called for that purpose.

Section 4. Parliamentary rules of province shall govern all our meetings.

Section 5. Internal organizations of sections shall be encouraged so that problems peculiar to a line of business may be discussed and the result of such deliberations may be the more concisely laid before the general organization.

By-Laws

Section 1. Article 1. Fees. The fees of this Association are payable annually, within the period of two months from the beginning of a new year of business. Failure to pay the said fees causes the delinquent member to lose his good standing and so deprives him of the privileges of the organization. Proper notice of his delinquency must be sent to such member by the Secretary and if at the end of ten days from date of such notice he still remains delinquent, his membership may be forfeited, unless otherwise ordered by the executive.

Section 2. The scale of fees for active members is graded according to the number of the sales clerks as follows:

Proprietor alone, $5; with one clerk, $5; with 2 clerks, $6; with 3 clerks, $8; with 4 clerks, $10; with 5 clerks, $12; with 6 clerks, $14; with 7 clerks, $16; with 8 clerks, $18; with 9 or more clerks, $20.

Section 3. Employees who have not attained their majority, and as such may be classed as apprentices, shall not be counted.

Section 4. The fee of all associate members shall be $5 per annum.

DIMINISHING PROFITS?

BY PROFESSOR RALPH E. HEILMAN

DEPARTMENT OF ECONOMICS, NORTHWESTERN UNIVERSITY

Published by courtesy of *"System"*

With the cost of business rapidly going up, and the government regulating the price at which many commodities are to be sold, the margin of profit with many concerns is becoming narrower. Is it possible in spite of this to maintain the end-of-the-year net showing? This article describes one method that is within the reach of nearly every concern—and in addition it is one of the best methods of meeting competition.

WHAT has been the rate of turnover during the past year on my stock as a whole, or on the various lines of stock which I carry? Will it be possible and profitable for me, during the year now opening, to increase my rate of turnover? Is it true that with an increased rate of turnover I may be able to overcome some of the handicaps that high prices, narrow margins of profit, and the unusual conditions of merchandising in war times have imposed on me?" At this season of the year, when most business men have taken inventory of stock on hand and are well under way for 1918, these questions present themselves with special force.

The term "turnover" is freely employed, but it is frequently misunderstood, and incorrectly used. The "rate of turnover" means the number of times the stock itself turns, or is sold during a given period. It represents the number of times the stock normally carried on hand can be completely disposed of in a stated period—usually one year.

An increase in the rate of turnover means quicker sales; the dealer carries the stock a shorter time before selling it. This may mean any one of several things. It may mean that the same amount of profit can be produced by a smaller investment; or it may mean that a larger amount of profit can be secured by the same investment; or it may mean that an increase in profits can be obtained which will require an increase in the investment but less than a corresponding increase. In any event, the importance of an increased rate of movement of stock lies in the fact that it may decrease the proportion between the amount of capital invested, and the profits which are produced. On the other hand, if the rate of turnover is increased by unwisely sacrificing on profits, none of these results will be achieved.

An increased rate of movement makes it possible to conduct business with less capital tied up, and to increase profits without raising prices. As the Harvard Bureau of Business Research puts it in discussing the retailing of shoes, "It is probably scarcely necessary to call attention to the public importance of this item of stock turn. Imagine in the roughest kind of way the millions of capital that could be released from investment in merchandising, should the retailer increase his stock turns but once. The bearing of this, furthermore, upon the demand for higher profit per pair, now rather prevalent, may also be seen. More stock turns means an increase in net profit, without any raising of the price per pair."

The difference in the rate of turnover obtained in various lines of business is marked. The results of some investigations among retail merchants are summarized at the top of this page. The figures for retail grocers and shoe dealers are based upon the investigations of the Harvard Bureau of Business Research. As the result of its investigation of these establishments in every section of the country, the Bureau gives 7 as the most common figure for grocery stores, and 1.8 for shoe stores. It regards 12 as a realizable standard for groceries, and 2.5 for shoes. The figure 2.82 for hardware is the result of an investigation conducted by the National Retail Hardware Association. The figures 4.5 for drugs and 1.5 for jewelry were obtained by "System" after an investigation including over 700 stores. The average number of turnovers on books, 2.6, and 5- and 10-cent stores not operated by chain systems, 6, were also obtained by "System." In the five latter cases the figure represents the average number of turnovers obtained. While all these investigations included only selected groups of establishments, they are of value as indicating conditions and tendencies which are probably representative.

Although there are marked differences in the average turnover rates in various lines, there are also wide differences in the rates in various establishments in the same line. For example, the lowest grocery rate reported to the Harvard Bureau was 3.5 and the highest 23.8; the lowest rate on shoes was 1 and the highest 3.6. Since the variation, even between establishments selling the same kind of goods, is so great, the individual dealer is most interested in learning how he can increase his own rate of turnover.

Broadly speaking, there are only two ways in which the rate of turnover can be increased; either by reducing the stock carried, without suffering a corresponding reduction in sales; or by increasing the sales without a corresponding increase in the stock carried. Which plan should be followed must depend upon the dealer's circumstances.

Or, without reducing the stock, a concern may increase its rate of turnover by increasing the volume of sales in proportion to stock carried. There are two ways in which it is possible to accomplish this result: by improved merchandising methods, and by reductions in price.

The price-cutting method calls for more careful consideration than it has ordinarily received. Some dealers maintain that the solution of the problem of meeting advancing costs, without so increasing the prices as to lose business and forfeit profits, is to be found in reducing the mark-up percentage and increasing the rate of turnover. For many dealers and lines this is true. For others, the policy offers less hope.

There is in most lines a fairly well-established standard for the rate of profit which should be obtained on each turnover. As is well stated by Alfred Marshall, the distinguished English economist: ". . . . there may be, and as a matter of fact there is in each trade and in every branch of each trade, a more or less definite rate of profits on the turnover which is regarded as the 'fair' or normal rate . . . . the traditions of the trade that a certain rate of profit on the turnover should be charged for a particular class of work are of great practical service to those in the trade. Such traditions are the outcome of much experience tending to show that, if that rate is charged, a proper allowance will be made for all the costs . . . and in addition the normal rate of profits per annum in that class of business will be afforded. If they charge a price which gives much less than this rate of profit on the turn-

over, they can hardly prosper; and if they charge much more they are in danger of losing their customers, since others can afford to undersell them." It should be noted that Marshall here uses the word "turnover" in the sense of annual sales—he does not refer to rate of turnover.

It has frequently been assumed in discussions of this subject that reducing the mark-up below this customary one is an infallible method of rapidly increasing the rate of turnover, and that such a policy, while causing a reduction in the rate of profit on each turnover, will produce a larger rate of annual profit. This assumption holds true only within important limits and only for some lines of commodities. This is because of the difference in the nature of the consumer's demand for different kinds of goods.

The demand for some commodities is what the economist calls an "elastic demand." The desire for such commodities is widespread and much greater than the actual consumption. A reduction in price, even though slight, will greatly stimulate increased sales. The sale of these goods increases markedly with price reduction. Practically all the luxuries of life—jewelry, furniture, fresh fruits, table delicacies, and the like, are of this kind.

Where It's Difficult to Sell More at Lower Prices

But there are other commodities for which the demand is "inelastic." It is fixed within narrow limits. The market absorbs a definite amount because it is needed or required. But beyond that amount sales to an entire community can be increased very slowly and only with difficulty. Other things remaining the same, higher prices do not cause a corresponding decrease in consumption, and lower prices do not stimulate a substantial increase. Such commodities are practically all the necessities of life. Outstanding examples are salt, matches, flour, and coal. Probably the most extreme example is coffins.

This distinction in the character of the demand for commodities is illustrated by the figure on this page. Assume, merely for the purpose of discussion, that a watch dealer who has a monopoly of his local market is considering the price he will ask for a watch. The relation between price and the number of watches sold is indicated on this diagram—the price by the perpendicular axis AB, and the number sold per month at varying prices by the horizontal axis AC. If he charges $100 each he will sell but a few watches, say 10 a month. If he sets the price at $75, more watches will be sold, perhaps 30. If he cuts the price to $50 there will be a further marked sales increase. If he lowers the price to $30 many more will be sold. When the price is lowered to $20, the watch will come within the range of purchasing power of many people who would not buy at the higher price, and 150 will be sold. When the price is reduced to $10 sales will increase still more; and with prices lowered to $5 sales will show a tremendous increase.

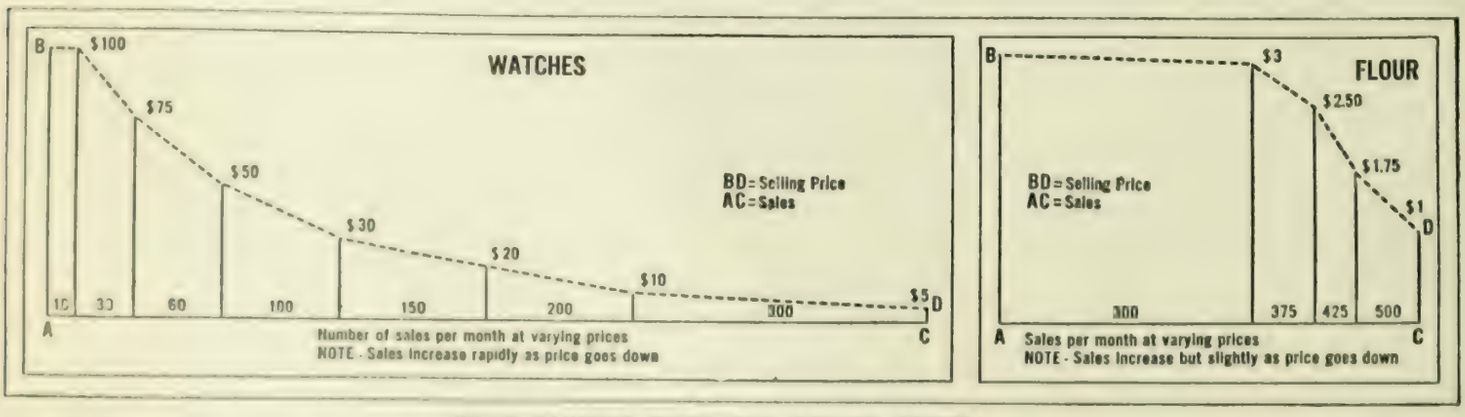
In other words, the demand for watches is elastic. Almost everyone—man, woman, and child—of all economic classes, constitutes a prospective watch purchaser, if the price is low enough. The elasticity of the demand for watches has been clearly proved in recent years by the companies which have placed low priced watches on the market.

The same figure also represents the market for flour. Again, price is measured on the perpendicular axis AB, and sales on the horizontal axis AC. For the purposes of theoretical discussion, assume that a grocer also has a practical monopoly of the local market. He finds that when flour sells at $3 a sack he disposes of 300 sacks a month. This appears to be approximately the minimum consumption of the community, under normal circumstances. If the price is lowered somewhat, say to $2.50, his sales increase slightly, people are less economical in their use of it, and he now sells 375 sacks a week. If he lowers the price to $2, there is a slight increase in sales, for more flour is used for pastry and the like. But these decreases in price stimulate only a small increased consumption; and beyond the point where the needs of the community for flour are reasonably supplied, it is almost impossible to increases the sales, regardless of how low the price may be. The watch dealer may greatly increase his sales with each cut in price. The flour dealer cannot do so.

In this illustration, for the purpose of simplicity, we assumed that both the dealers had a monopoly and were therefore free to set the price at whatever point would give the most profitable rate of movement, subject of course to the fear of encouraging competition or the use of substitutes. As a matter of fact, an increasingly large number of articles are being produced and sold under such monopoly conditions. All patented and copyrighted articles, and all articles which by trade-marks, extensive advertising, or other means, have made for themselves a distinctive place in the consumer's mind, are sold under conditions approximately corresponding to those in the illustration. Their producers are free to establish the price to dealers which will give the most profitable rate of turnover, subject, of course, to the limitations mentioned. But in the establishment of price, the policy will largely depend upon the nature of the demand for the commodity. The greater the elasticity, the greater is the possibility of increasing sales by reducing prices.

Likewise in deciding on the price policy when commodities are sold under vigorous competition, the character of the demand is important. True, under competition, it may be possible for any one concern to increase its individual sales and to speed up its turnover rate, by lowering prices, even if the demand as a whole is comparatively rigid or inelastic. When this takes place the concern increases its own sales only at the expense of competitors' sales. What it gains, competitors lose. There is no substantial increase in the total volume of sales or consumption. But if the demand is elastic or expansive, the possibility of enlarging sales by a reduction below the market or competitive price is much greater, for then the reduced price serves not only to draw the competitor's customers, but also to tempt purchasers who previously were not buyers of the commodity.

Further, the dealer must remember that when he reduces his price in the hope of increasing his turnover, his competitors may do likewise. If competitors do so, and if the commodity is one for



WHAT HAPPENS WHEN YOU REDUCE PRICES?

You can stimulate the demand for some kinds of goods much faster than you can others by reducing prices. For instance, this chart indicates how successive price reductions on two lines of goods, under conditions described in this article, may increase demand. The demand for watches for instance increases much more than the demand for flour. This fact as explained here has an important bearing on the policy a concern decides to adopt in its reaching to increase the rate of turnover.

which the demand is inelastic, the result will be that none will obtain any substantial increase in sales, but that all will be selling cheaper than before. This is substantially the result which has been brought about in the sale of sugar and some other staples, the demand for which is normally comparatively inelastic, and the margin on which, through competitive price cutting, has been made very small.

On the other hand, if the demand is elastic and responds readily to price reductions, even though the competitors should lower their prices to meet the competition, all would presumably obtain an increase in sales, since new customers, and increased purchases by old customers would be obtained by the lowered price. For example, a jeweler in an industrial center where wage earners are receiving abnormally high war wages might increase his sales materially by a reduction in prices, even though his price cuts should be met by his competitors. But a grocer, under the same condition, could not expect to increase greatly his sales of vinegar in that way.

It is evident, therefore, that a business, whether conducted under monopolistic or competitive conditions, may hope for larger success and more beneficial results, in the long run, by endeavoring to increase sales by price reductions on commodities for which the demand is comparatively elastic. To the extent that sales are thus increased without a corresponding increase in investment, the rate of turnover is increased. This may mean a lower price for the customer, and unless the profit on each turnover is unduly sacrificed, it may mean no decrease, or even an increase, in profits.

Even for commodities with a fairly elastic demand there is a great difference in the number of turnovers which it is possible to obtain. Besides elasticity, the regularity of demand exercises a strong influence on the rate of turnover. There are some lines which ordinarily are purchased by the customers daily—for example, fresh meats and groceries. In these lines the turnover possibilities obviously are greatest. Other commodities are purchased with much less frequency—for example, shoes and overcoats. Still others are purchased only occasionally—diamonds, carpets, furniture, and clocks. Therefore, the turnover rate in these lines is ordinarily low as compared with lines for which the customers have a day by day demand.

This difference in the frequency with which purchases are made, and therefore in the period during which capital is locked up before being turned, necessarily reflects itself in the price policy and mark-up percentage generally used in the various lines.

It further happens that most goods which are bought only occasionally contain a large style element — shoes, jewelry, pianos, and rugs. This fact may increase the stock which a concern has to carry for its customers to choose from, and is another cause which tends to keep down the rate of turnover in many of these lines—though it is quite true that some concerns have found ways to speed up their rate of turnover on style goods with extreme success.

However, the concern dealing in lines which the customer purchases only occasionally or periodically may have such a wide market, and so many different customers to draw from, that it can maintain a comparatively high rate of turnover. Thus, generally speaking, the turnover rate in city stores carrying these lines is higher than in country and small town stores. The following

Month	Stock on Hand at Cost	Sales for the Month at Cost
January	$2,162	$1,942
February	2,230	1,764
March	1,890	2,001
April	1,964	2,204
May	2,022	1,892
June	2,430	2,164
July	2,290	1,980
August	2,134	2,046
September	2,560	2,098
October	2,672	2,541
November	2,409	2,065
December	2,301	1,941
Total	$27,064	$24,638

WHAT WAS THIS MERCHANT'S RATE OF TURNOVER?

From the figures given here, can you determine what this merchant's rate of turnover was? Mr. Heilman tells in the accompanying article how to arrive at the correct figure

figures based on the investigation of *System* illustrate this difference. These figures indicate the turnover rate on a few of these lines in a number of large department stores, and a score or more of departmentized stores in country districts. They illustrate the difference referred to.

Average Number of Turns Obtained Annually

	City Department Stores	County General Stores
Clocks	2.5	1
Furs	5	3
Men's hats	7	4
Pianos	9	4
Umbrellas and canes	11	3
Trunks	5	1.5

Probably there is more confusion of thought about how to compute the turnover than on any other side of this whole problem. The business man who says, "My stock averages $10,000 at cost, my annual sales are $50,000, therefore my rate of turnover is 5"—is mistaken. He is trying to divide horses by cows. If he takes his stock at cost price, he cannot figure his sales at retail. A uniform basis must be used throughout.

Should this basis be stock and sales at cost, or at retail? As a matter of fact, if only one line of goods or one department is concerned, and if the same percentage of mark-up is applied throughout, it is immaterial which basis is used—the result would be the same in either case. If, for example, the average stock at cost in one department is $10,000 and the sales at cost are $20,000, the turnover rate is 2. If the percentage of mark-up applied to all merchandise in this department is 20, then the average stock at retail prices would be $12,000, and the sales at retail would aggregate $24,000, again giving a turnover rate of 2.

However, if various lines of merchandise or different departments of the business, which use different mark-ups, are grouped together in the estimate, then the same results will not be given by the sales basis as by the cost basis. They may be far apart.

Indeed, when several different lines of merchandise or different departments are involved with varying mark-up percentages, it is highly desirable that the estimate on the rate of turnover should not lump all of these lines or departments together, but should treat each one separately. By doing this, the fast moving lines can be located and pushed. The slow moving lines can thus be discovered and weeded out; overbuying can be prevented; or perhaps the mark-up can be increased to compensate for the slowness of the movement.

But if it is not feasible or practical to segregate the stock carried and the sales by different lines or departments—as is often true in a small business—which is the better basis for calculating the turnover rate, the cost or the sales price?

The answer is, unqualifiedly, the cost basis. When such conditions prevail the turnover rate estimated on the sales basis really furnishes little information of value. It simply indicates the number of times the average stock carried at retail value can be divided into the total volume of sales, at retail.

But even though different lines with varying mark-up percentages are grouped together, the estimate of turnover upon the cost basis has some significance. It indicates the number of times that merchandise to the amount of the average investment has actually been sold or disposed of during the year. It indicates the number of times the investment in stock has been turned.

The computation of the rate of turnover is not a difficult matter when perpetual inventory systems are in use. A simple method is to take the stock at cost in the various lines—or the whole stock if it is not departmentized—on the first of each month. Add these monthly totals together and divide the sum by 12. This amount divided into the total sales at cost gives the number of turnovers obtained during the year. Usually an estimate based upon monthly

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COTTONS SEEM CERTAIN TO BE SCARCE

Committee on Distribution Formed to End of Insuring Allied Manufacturers With Necessary Raw Materials—Soft Collars Very Popular.

A GOOD many clouds are darkening the shirt department at the present time, clouds which seem to indicate the coming of higher and higher prices, and with higher prices the coming of inferior goods.

As things are at present there appears no chance of a price movement in any direction but upwards, and stocks of certain essentials are so reduced—and labor so scarce—that the patterns are fewer and fewer.

The recent appointment in the United States of a committee on cotton distribution is of considerable interest to the Canadian men's wear trade, because it indicates rather clearly what the future holds as regards the shirt department.

Preparing for After the War

This committee on cotton distribution apparently has been formed largely for its usefulness after the war—in other words has been formed to take such steps as will give to the Entente nations the raw materials which they will require after the war—this by way of guaranteeing raw cotton requirements to the manufacturers of these countries before any supplies go to the central powers.

At the present time England's requirements are estimated at about four million bales, of which she is now taking about 60 per cent. The United States and Canada together need some eight million bales. These amounts are exceedingly large, and the crop seems disappointing—much under the estimated requirements indeed. There is now talk of cotton going to a record price since the Civil War, when it sold as high as $1.90 a pound. There is also talk of controlling prices, but nothing seems to be done in this regard, and there is now considerable doubt as to whether raw prices will be controlled.

This simply means that there is no doubt about a further increase in the price of cotton shirtings, no doubt also about a scarcity even at the advanced price. All cotton goods are very scarce now and show a sharp increase since Spring lines were opened. Canadian manufacturers have already been advised that several mills making these goods for this year will not contract at all for next season.

Fibre Silks Favored

There are, however, other goods coming more into demand. Fibre silks for instance are increasing in popularity—are indeed sharing the market with the real silks to a greater extent than ever before. This is the result of the fibre silks having largely proved themselves. There is no longer doubt as to their wearing qualities and they have an exceedingly fine lustre. But these fibre silks are also scarce and very high in price, so that they too, will, next season, undoubtedly show a big advance.

One Canadian manufacturer, speaking on the difficulties of the situation, says:

"We quite realize the serious difficulty there will be in the future in securing shirtings of any description, and this apprehension is confirmed by various letters which we have received from many of the American converters, stating that they are not putting out their usual Fall lines. Those converters who contemplate putting out their ranges state that the range will be very limited and the prices exceedingly high."

Percales Out of Sight

"Harmony percales are now quoted at 33½c, which will lay them down in Canada about 48 cents per yard. This is more than four times the price of the same percale in 1913 and 1914, and even at this price the cloth is not to be purchased for stocks or future deliveries.

"Unquestionably the range of all fabrics will be limited because of the fact of the limited amount of grey cloth procurable.

"There may be limited ranges of woven cloths shown, but judging from present day quotations the lowest price at which made-up garments made from these could be sold would be about $48 per dozen."

Continuing, this manufacturer says:

"The retailer must be prepared to pay the price and ask his customers a proportionate advance over any price that he has quoted in the past. It would, however, be most unwise for any retailer to speculate on to-day's prices."

Soft Collars Grow in Favor

In collars the soft, washable styles are gaining even greater favor. New styles are being put out. The range obtainable now is so wide that almost every one may find the class of soft collar which suits, and more and more these collars are becoming generally worn. They seem certain to sell largely through the winter.

The colored silk soft collar is on its way out, but will be a factor in the trade to some extent next Summer. The impression is that in the large cities this collar will not be popular next Summer, but that it will hold its sway in some of the smaller towns. Still, this may not be quite the case. In some of the large cities there is a foreign element which will probably cling to this colored silk soft collar, and it may be found that from these districts the demand will be big throughout the coming Summer. However, it would seem the retailer would be wise to order these colors with great caution. Each retailer will have to consider his own class of trade. For some this line may still be a big trade winner. Speaking generally, however, this is a line which is going, not coming.

VICTORY LOAN NOTES

The Victory Loan Committee of Montreal is offering two prizes for the best-dressed windows, the central feature of which will be the appeal to the public to buy bonds. For the best-dressed window—from the standpoint of appealing to the masses in enlisting their interest in the purchase of Victory bonds, a $100 bond will be given, and for the second best, the prize will be that of a $50 bond. In addition to these, arrangements made call for the awarding of two prizes of like nature for the best-dressed floats in the Victory Loan parade, to be held in the near future.

Montreal retailers will, it is confidently expected, respond well to the appeal for subscriptions in the purchase of Victory bonds. Already some of the larger stores have signified their willingness to do all that is possible.

COTTON FAMINE SCARE---PRICE-FIXING ARGUMENT

OPINIONS on the cotton situation which deal with the possibility of a cotton famine, and outlining one argument for price-fixing, are given herewith. These seemed to come from authoritative sources and are worthy of study by the trade, though not necessarily to be taken as the whole truth. Along with these is a copy of the latest report on cotton consumption given out by the Bureau of Census in the United States:

Raising the Cry of Cotton Famine

IF the statement made by no less an authority than Senator E. D. Smith, of South Carolina, chairman of the Senate Interstate Commerce Committee, is to be believed then the cotton situation in this country—and of the world, in fact—is the most serious in history. In a recent conference he laid before President Wilson figures showing the consumption of cotton exceeded production by more than 7,000,000 bales during the past three years, and stated that the world was on the verge of the greatest cotton famine since the Civil War. In the statement which he made public after the conference he says:

"So much has been said about the surplus cotton to be carried over from last year's crop that I called upon the departments to furnish me with official figures of the production of cotton for the years 1915, 1916 and 1917, and the world's consumption of American cotton for the corresponding periods.

"Now, it must be borne in mind that the production year is the calendar year, while the consuming year is from August 1.

"According to the Department of Agriculture and Bureau of the Census, there was produced in 1915, omitting odd hundreds, 11,068,000 bales; in 1916, 11,363,000 bales; in 1917, 11,500,000 bales, making a total production for the three years of 33,921,000 bales.

"According to figures furnished by the Census Bureau, there was consumed by the world of American cotton in 1915-1916, 14,812.000 bales, including linters; in 1916-1917, 14,046,000 bales; in 1917-1918, 12,282,000 bales, making a total consumption for the three years of 41,140,000 bales.

"This makes an excess of consumption over production of 7,209,000 bales.

"I called this to the attention of the Bureau of Markets of the Department of Agriculture and found they were under the impression that the rumor of the four or five million bales to be carried over was probably true. Asked if they had any facts they replied they had none. Asked if they had any explanation of the startling revelations given in the figures of production and consumption quoted above, they said they had none.

"I found the same impression as to a surplus prevailed at the War Industries Board. They were amazed at the statistics as to production and consumption. I asked if they had any definite data as to the actual quantity of cotton in the country. They had none.

"The truth of the matter is, we are in the midst of a cotton famine.

"It is not hard to understand why the impression should be made from certain quarters that there was an enormous surplus. The manufacturers agreed upon a price for their manufactured goods on the basis of the price of cotton at that time. If, therefore, by any process the price of the incoming supply of raw cotton can be radically lowered, they become the beneficiaries of the lowering of the price. They have contracted on the basis of about 32 cents a pound middling and they can make an enormous profit on the price agreed upon for their fabricated articles on the basis of 32 cents for the raw material.

"Now, if they can get the raw material at 25 cents they will make the difference between 25 cents, or whatever the lowered price is, and 32 cents plus the profit they are now making, paying 32 cents.

"In 1913 I got an appropriation through Congress for the purpose of enabling the Department of Agriculture to test the grades of cotton from 'good ordinary' to 'middling fair' in order to ascertain the spinning value of each grade, i.e., its tensile strength and bleaching qualities and the amount of waste that would result from converting it into yarn. The result of that test was that for manufacturing purposes there was very little, if any, difference in the spinning value of the grades.

"This fact was called to the attention of the Quartermaster Department of the Army and the War Industries Board. I was assured that hereafter the Government orders would be based upon the quality of the cloth rather than upon the grade of the cotton. In other words, if the cloth comes up to specifications, the Government is not concerned as to the grade of cotton it is made out of.

"Some time ago I called the attention of the Secretary of Agriculture to the ridiculous and disastrous practice on the exchanges of quoting contract cotton at a figure out of all parity with spot cotton. The quotations made from the exchanges each day as to contract cotton are supposed to be basis middling. In July contract cotton for July, ostensibly basis middling, was approximately 27 cents, while spot cotton in the same market, basis middling, was 32 cents, a difference of $25 a bale. At times the difference was even greater than this.

I am given to understand that shortly will be legislation making it impossible for the exchanges hereafter to conduct any such misleading operations.

"Every effort is being made to provide facilities for the shipment of cotton abroad, and it is earnestly hoped and confidently expected that by the time the movement of cotton is fully under way there will be sufficient shipping to take care of the situation. If ever there was a time when this country needed the gold that comes from export cotton it is now, and the public may rest assured that those who have charge of the finances of the country are fully alive to the situation."

WINS MILITARY CROSS

After only one week in the front line trenches, Lieut. Erle B. Lowndes, son of J. M. Lowndes, Toronto, was awarded the Military Cross. Lieut. Lowndes, who enlisted when seventeen years of age, went overseas about a year ago and crossed to France last July, being in the support trenches for some months.

DIMINISHING PROFIT

(Continued from page 57)

figures, checked by the actual inventories of stock, when taken, will give close indication of the facts, for variations in stock, during different seasons of the year, are thus well averaged. When such perpetual stock records are not in use, a fairly accurate estimate of the rate of turnover may be obtained by using the inventories, if these are taken as often as three or four times a year.

It is becoming increasingly evident that the turnover question is of far-reaching importance, especially when the margin of profit on each sale is narrow. Clearly, the business man should know the rate of turnover obtained on the various lines which he sells, and he should know how to compute it accurately. And in formulating his policies of price and turnover, it is desirable that he should do so after a careful study of the demand and of the market for the particular commodities involved.

CLOTHES MAKE THE MAN

So it is Proven in the New Comedy-Drama, "The Tailor-Made Man" — Self-Assurance and a Dress Suit Belonging to Another Man Combined to Get a Fortune

THE old adage, "Clothes make the man" was perhaps never more strikingly illustrated than in the new comedy play, "The Tailor-Made Man."

This visited Canada two weeks ago as indicated in the last issue of MEN'S WEAR REVIEW. It was difficult for a representative of this paper to miss such an occasion, even in face of the now familiar "flu." epidemic, and so from a seat in the front row he watched and listened to the ravelling of the interesting story of the climb to fame on the part of a tailor's helper—through sheer grit, accompanied by a suit of clothes.

To make his rise from a tailor's helper to fame and fortune on the part of the hero, something more than clothes was responsible. Back of the good clothes there was ability to collect ideas from big business men with whom he came in contact in the shop and out. He would get into their club rooms, whether by back door methods or otherwise, and watch them in their actions and listen to them in the talks. In this way he assimilated a great deal of knowledge.

The story hinges around the appropriation of a dress suit, overcoat, top hat and all, by John Paul Burt. A prominent business man of the city had left his clothes with the tailor to be pressed for a certain social function at which there would be present the president of the big shipyard corporation. The work of cleaning up the wrinkled suit and overcoat was passed over to our young friend. He was also given the task of delivering them when finished. This he failed to do. Instead he donned the clothes, overcoat with fur collar, and silk hat, and presented himself uninvited at the social gathering. Destiny, he felt, guided his actions and he could not afford to let such an opportunity slip by.

A Love Story, of Course

It should be stated here that the tailor had a daughter. Considerable attention was being paid to her by a rich socialist, who had written books on "Capital and labor," as all literary socialists do. The young hero had read the book and committed to memory portions of it which he felt would stand him in good stead when the occasion arose.

Needless to say there were many dignitaries at the social function. John Paul Burt was introduced to them all, including the man who owned the clothes he wore. The latter had come in a makeshift, ill-fitting garb several sizes too large. To make matters worse, Burt's brother helper in the tailor shop was there also, making a little extra pocket money by acting as vendor of the champagne. Naturally they met, but fortunately when no one was about. It cost the hero just $50 to soothe the raging anger of the champagne vendor. He didn't have a penny, but by a clever ruse while in conversation with the owner of the clothes he found the latter had left a fifty dollar bill in the small watch pocket of the trousers. This was promptly appropriated, and once more Burt was extricated from a tight corner.

Tongue, Face and Clothes all Help

The host of the assembly also had a daughter—an heiress. John Paul Burt knew this in advance and played his cards accordingly. By making the best use of a silver tongue and a handsome face—both being enhanced by the immaculate suit of clothes—he won his way into the affections of not only daughter, but father and mother. Then came the president of the shipyard corporation. John Paul of course had met him before, that is in his imagination, but by recalling a certain incident in the life of the magnate he was able to convince him of a previous acquaintanceship. Next there spread over the gathering the ideas the hero had stowed away in his head from reading the book of the socialist writer above referred to. These had a profound effect upon the president of the shipyard corporation who was faced at the time with an enormous strike which would tie up everything.

The next scene shows the hero conducting the office of the shipyard owner. His energy, enthusiasm and ideas have won a place in the heart of the financier and it was a natural sequence that he was given power to settle the strike with the angered officials of the laborers. Here again were brought into play ideas from the socialist writer, though applied differently. In any event the strike was averted.

But when at the height of his fame a collapse came. The socialist who had become secretary to Burt in the office of the shipyard company secretly hated his young manager. He knew that the daughter of the tailor had a high regard for him and for the rapid advance he ad made. Gradually his hatred "bubbled and boiled till at last it overran the stew," as Shakespeare would have said. The hero was to be exposed. The final decision was reached when John Paul Burt and the tailor's daughter were discovered in the latter's office one night working out a plan to avert the catastrophe. However, young Bert determined to be the first in the field, and under his own signature published in the morning paper the history and mystery of his career.

A Final Triumph

Next scene showed him back at the pressing table of his former employer. His friends he had met in his rapid rise called to scoff. Nevertheless his work had been discovered by the president of the shipyard corporation and he was once again given the management of the concern at a very high salary.

It is unnecessary to state that he married the tailor's daughter, having become disgusted with the actions of the feminine fraternity in high society. John Paul Burt was truly a "tailor-made" man.

RETAILERS' UNDERWEAR STOCKS WILL ALONE PREVENT FAMINE

THANKS to good supplies now in the retail stores merchants will have underwear with which to satisfy the customers' demands this Winter. It begins to seem, however, that if the season is long and hard, goods will be scarce after the new year, and there are indications that underwear for the Fall and Winter season of 1919 and 1920 will be scarce.

During the last week or two the Canadian Government has been buying underwear from the wholesalers of Canada—this to provide them with garments required for the Canadian soldiers who are in Canada. The Government has on order 50,000 dozen of underwear which manufacturers are to deliver in January, February and March, but the stocks are not sufficient to enable the War Purchasing Board to wait for these deliveries. It seems the 25,000 dozen purchased from the wholesalers some months ago are used up, and more purchases are needed.

What Government Is Buying

What the Government is buying at the present time is ribbed underwear. From one wholesaler they secured 1,200 dozen; from another something like 400 dozen. Apparently a thorough survey has been made of the wholesalers, and whatever they had which was suitable has been taken—probably some 10,000 dozen garments in all.

The result is, as one wholesaler expressed it, that the supply of underwear in the hands of the wholesale trade is probably lower now than it has ever been.

Deliveries the Hard Thing

There can of course be only one result—merchants who have counted upon sorting up from the wholesalers will find it impossible to get delivery of their

orders, for the wholesaler is unable to get in his goods from the manufacturer as he would wish. Interference with supplies of yarns and the scarcity of labor, as a result of enlistment, has put the manufacturers back to a considerable extent. Many garments which were ordered for July and August delivery are only now going forward—and, of course, their delivery to the retailer by the wholesaler will be delayed still more.

But, as has been said, the retail stores as a whole have a splendid stock of underwear. It is indeed good that such is the case for sorting will be much delayed, and it is uncertain as to how deliveries for 1919 placing business will be.

The Canadian mills which have been working on U. S. Government orders will clean these up practically by the first of the year. It is doubtful if new orders for the U. S. Government will be taken as far as underwear goes. To begin with, the Canadian Government is anxious to secure the services of the Canadian mills to a greater extent, and for another thing the United States underwear manufacturers are now able to look after the requirements of the U. S. Government.

Will Take Hosiery Orders

For hosiery, however, there seems to be a big demand from the States and probably Canadian manufacturers will take some business from these. The hosiery situation as far as Canada is concerned, however, is causing some uneasiness. Stocks in the retailers' stores have been big, but have been reduced materially of late, and this winter seem certain to be reduced still more. Retailers will want to buy quite heavily for 1919 and it is not certain that they will be able to get what they want. Yarns are coming through rather unsatisfactorily. Some big shipments have been lost, and while some splendid stocks are being put on the market from time to time the quantity is not great.

Obituaries

PERCY DOUGHTY, NECKWEAR EXPERT, QUIETLY PASSES ON

AFTER an illness of a few months Percy Doughty, one of the best known, best informed, and best liked neckwear men in Canada passed away at the early age of 37 years. All his working life he had been associated with William Milne, and had been for years manager of the William Milne neckwear manufacturing plant.

The funeral took place October 2 from Mr. Doughty's late residence, 492

The late Percy Doughty

Palmerston Blvd., Toronto, to Mount Pleasant Cemetery. Literally hundreds of friends gathered to express their sympathy for the widow and 17 year old son, and to pay respect to this man who had been straight and true in his business dealings, and in his friendships.

The pall bearers were: W. J. McKerracher, Ottawa; A. E. Vincent, London; T. Doughty, Toronto; H. Coad, Toronto; R. H. Sutherland, Toronto, and William Milne.

Among the many who came from a distance to pay their respects were, E. J. Oberlaender, New York; George Higley, Chatham; E. H. Stewart, Ottawa.

Percy Doughty grew up in the neckwear business. It was his source of revenue it is true, but more than that, it was his delight. He had a wonderful appreciation of silks and a wonderful knowledge of them and of the processes of conversion into cravats. In this phase of his work he took keen delight, but perhaps an even greater delight in meeting merchants, in showing them goods, in learning their problems and doing what he could to assist in the solution of these problems. There was no phase of the business too big for Percy Doughty's effort, no detail so small that he thought it beneath his dignity.

In the trade Mr. Doughty was known as a brilliant and outstanding neckwear man—one worth talking to always, whether the merchant were in position to buy or not; worth talking to for the hints he would drop and for the information as to styles, materials and prices which he had at his finger tips. He was known as a man who would always put himself out for a friend, who trusted others and who was always worthy of trust. The verdict of the trade, among whom he lived and worked, is unanimous that Percy Doughty was a square, true, white man.

Among his many duties Mr. Doughty numbered that of factory manager. He knew by name every one of the girls, and it was these girls who kept his home filled with flowers during the last weeks. It was these girls to whom, through Mr. Milne he sent his last public message. It was these girls—and many former employees—who were among the most sincere mourners at Mr. Doughty's funeral.

The sympathy of the men's wear trade will go out at this time to Mrs. Milne, her son and to those closely connected with Mr. Doughty who daily feel his loss.

GEORGE TROW SUCCUMBS TO PNEUMONIA

AFTER only a week's illness George Trow, one of the proprietors of the Williams Trow Co., Ltd., of Stratford passed away October 24, from pneumonia. Mr. Trow's untimely death —he was only thirty-six years of age— comes as a shock to his fellow manufacturers, and to the many retailers with whom he was on intimate terms. It was characteristic of Mr. Trow that his competitors were his friends. He was a keen business man—playing the game of business for all it was worth, but always playing it fair; meeting every one as he expected to be met, in a straightforward way.

To the many who knew him, Mr. Trow's death comes as a heavy personal loss, but it is also a loss to the community and the country as a whole. Mr. Trow was just on the threshold of his biggest work.

The knitting business did not take all of Mr. Trow's time. He was an active member of St. James Church, and served the city for two years on the Public School Board. He leaves a wife and four sons, aged 11 years, 10 years, 3 years, and eighteen months. Mr. Jas. Trow, his father, two sisters, and two brothers also survive.

GEORGE TALBOT PASSES ON

George Albert Talbot, for some time connected with men's wear trade, first being associated with the Acton Publishing Company and later with H. Gagnier, Limited, died October 28 from pneumonia after two weeks' illness at his home in Toronto. He leaves a wife and two small children, as well as his mother. He was only twenty-eight years of age.

Those who knew Mr. Talbot best appreciated him most. He had a cheerful disposition, was always ready to put himself out for some one else. He was true in all his dealings, a fine clean cut young man.

DIES FROM THE "FLU."

Edward Thomas Bentham, who for some time has been associated with his brother William in the men's wear business, at 2920 Dundas st, West Toronto, passed away on Oct. 21, from influenza.

Mr. Bentham complained of a cold, but on account of his brother being confined to his home with the influenza he remained at business until Saturday afternoon, when he was forced to go home to bed. Monday morning his wife decided to have a doctor see him, and after phoning for Dr. Clendenan she prepared her sick child's breakfast, and then returned to her husband's room to find that during her brief absence he had expired. Heart failure is assigned as the cause of death.

Deceased was 32 years of age, and before going into business about a year ago was on the sales staff of W. R. Sheppard, Dundas street.

NECKWEAR

BIGGEST NECKWEAR JUMP COMING WITH NEW YEAR

Prices Certain to Rise Then, and Quality to Go Down—Fear That U. S. Government Will Call Neckwear Silk Unessential, Thus Cutting Off Canadian Supply—Shortage of Power Threatens Canadian Neckwear Manufacturers

THE year of 1919, which seems likely to gain undying fame as Peace Year, is probably going to see the highest prices for neckwear which have ever been known. Silk prices at the moment, and the high price being paid for labor which converts this into the neckwear, makes high prices certain. Moreover, the coming of peace is not likely to bring about a decline.

No, for 1919 merchants will have to expect high prices for neckwear. The advances they have paid from season to season since the war commenced are evidently going to fade into insignificance compared with the advances they will have to pay on goods bought in January, February, March and thereafter.

Biggest Jump Coming

Higher prices are being asked at the present time, but the big jump seems certain to occur after the New Year, for then practically all the silks which manufacturers have in hand will be used up and production will have to be of silk which is now being bought, or which has been bought very recently, and for which the manufacturer has had to pay very heavy prices.

In view of these conditions the problem of the merchants' buying as regards neckwear is one which deserves most careful attention. For some months MEN'S WEAR REVIEW has been stating that neckwear was then at a cheaper price and of a better quality than would obtain again for many months. Events during October have justified these former writings. The price of neckwear has advanced. Some of the goods being shown are not what those shown months ago were; and all the indications are for further advances and further reductions in quality.

There is a tendency on the part of some retailers to think the top has been reached as far as neckwear goes—that the war situation is such as to bring cessation of advances. After weighing the facts carefully however, MEN'S WEAR REVIEW can find no justification of such an opinion.

IS THERE A SCARCITY OF NECKWEAR SILKS?

HERE are the stories of two Canadian neckwear manufacturers who went to New York to buy silk.

One manufacturer, through the offices of a friend in one of the big silk mills, was able to purchase some silks at exceedingly advantageous figures.

The same day he was talking with another silk manufacturer and mentioned what he had secured. Without seeing samples of the material, or without knowing definitely the quantities other than to know the yardage was quite large, this neckwear silk manufacturer offered to buy the goods from the Canadian neckwear manufacturer at an advance of 17½c per yard. He was ready to give a cheque for the whole amount at once and clean the deal up.

The Canadian neckwear manufacturer turned down the offer, figuring that if he was to continue as a manufacturer he would require material, and that if he sold this material he would merely have to buy some other at a distinctly higher price.

Another manufacturer purchased in New York 50,000 yards of silk. Within three months the mill from which he had bought these silks offered him a bonus of $10,000 to cancel the order. The Canadian manufacturer refused this bonus on the same ground as was taken by the other manufacturer.

There is undoubtedly a great scarcity of neckwear silks in the United States to-day. Canadian purchasers, moreover, are at somewhat of a disadvantage, for, until the war, they went to New York but little for their silks. That they have been getting as good deliveries as they have has been the result of friendship with silk men in New York, and as a result of a tremendous amount of energy expended on looking around for everything in the nature of suitable silks offered. Indications, however, are that supplies in Canada will become poorer and poorer.

If Peace Should Come, What?

If peace should come to-morrow—barring a temporary fluctuation as a result of the shock—there could be no real downward movement of silks. The reserve supplies are all used up, and it would take some months before these could be built up again.

No, there seems no mistake possible, neckwear is going to advance very much more sharply, and as has been repeatedly stated before, is going to become poor in quality. The merchant, therefore, who is in a position to estimate his 1919 requirements and to cover these at the present time, is bound to make money. The merchant, however, who strains his credit in order to buy on what is a cer-

tain advancing market, is far from wise. That merchant is likely to be squeezed, and all his paper profit gained by the early buying will be wiped out.

Advance Buying Offset

There has been a good deal of advance buying on the part of merchants who evidently have been reading all the information given on the subject of neckwear, and who have been listening to what the travellers from the neckwear houses had to say. Yet it is far from certain that the merchants have big supplies of neckwear on hand at the present time. Indeed, from what can be learned through talking to a number of merchants, and what is to be learned from the various manufacturers, there seems good reason to feel that neckwear stocks in Canada at the present time are comparatively low.

Many of the retailers who ordered big stocks, evidently to cover future needs, have sent in hurry-up calls for this stock. Far from objecting to early delivery they urged this—many months ahead of time specified—and repeat orders from these merchants have indicated that the stocks thus rushed forward have been sold.

So the trade as a whole is entering a period of considerable difficulty as far as neckwear is concerned. The customer demand evidently is going to be very satisfactory. The supply, however, seems certain to be inadequate, and very high in price.

Either Bad, or Worse

Just how inadequate supplies will be cannot be estimated. This depends entirely upon the trend of events. One is reminded of the comments a caustic uncle made to the author of a new book. "The book," he said, "is uneven. Some parts are worse than others." So with the neckwear situation. It may be even worse than is expected.

Silk Mills May be Closed

The great quantity of silk to-day is of course coming from the United States. Practically nothing comes forward from England and Switzerland. Now the United States silk men are operating their plants pretty well a day at a time. They don't know where they are at. They don't know what they will be doing in a month. Every Monday morning they have to account for the coal used, and to say on what work this coal was used. They have a fear that they may be closed up as a non-essential industry. If such is the case of course the Canadian neckwear manufacturers' source of supply will be terribly upset.

Power Scarcity May Delay Production

Added to this there is the Canadian question of electric power—a question which is complicating the work of producing neckwear and other lines at the present time, and which it is very possible may complicate the problem of production still more. During the past month in Toronto some districts have had their power closed off. It was announced that the Hydro did not have enough to supply all customers so that certain sections were cut down. At the present time the talk is that this cutting down was not done scientifically—that those who were working on munition business were cut down the same as those working on some less important

One of the late designs shown by Tooke Bros.

material; and the suggestion has been made that when cutting down is necessary the power should be shut off from the non-essential industries and allowed to be supplied to the essential industries. This of course makes it seem very possible that the neckwear manufacturers will be facing grave difficulties, for neckwear is not an essential in war time.

If neckwear manufacturing concerns should be closed even temporarily some very valuable organizations will be disrupted considerably—which is a loss to the country as well as to the manufacturer. Also if there should develop any interference with the neckwear industry as a result of the power shortage there will be further disturbance in the supply of neckwear to the Canadian men's wear trade.

Just another point this which makes it seem early buying by merchants and early acceptance of deliveries is exceedingly good business where the money to finance such buying is available.

How About Styles?

One objection which is sometimes raised to buying neckwear in advance is that the patterns secured may go out of style—that having these on hand too long a merchant's customers will get sick of them, and that so turnover will be retarded.

This was a very good argument under normal conditions, but present conditions are far from normal. As a matter of fact pattern has ceased to be a big factor with regard to neckwear. Silk manufacturers are not changing their looms to make new patterns. What is being sold in the United States for Spring delivery, and consequently what is being sold in Canada, is for the most part conservative patterns, and these can be kept from season to season very well.

"If you were a retailer," asked MEN'S WEAR REVIEW of one big manufacturer, "and had your present knowledge of the situation, what would you do in the way of buying?"

"I would buy all possible," stated the manufacturer, "everything I could afford. There never has been such a sure advance as far as I can remember. Never will a merchant have such an opportunity again—not for years after the war. But I am now buying all I can. I am buying the silks now so that I will be able to make some kind of neckwear for the Canadian trade."

Are Big Stocks Obtainable?

There is a great question of course as to the ability of the retailer to lay in big stocks. Manufacturers have not got the supplies on hand which would make this stocking up possible. If a number of retailers attempted to lay in big stocks they would very quickly denude the market. However, there is some of this buying being done. The early bird gets the worm still, and merchants who can estimate their need and can finance it have their opportunity to get what they can now. Now there are still a few offerings being made at $7.50 and even lower. By the New Year there will be nothing under $10.50, and not much at that.

A Case in Point

How the prices are going to advance after the new year may be indicated by quoting prices on Susquehanna crepe faille. This used to sell at 70c per yard when it could be used for $4.25 neckwear, now it is being bought at $1.60 per yard, which, with the duty, brings it into Canada at practically $2 per yard. This means that this silk cannot be used in anything less than a $9 tie. It will probably be made up into a very good shape to sell at about $10.50. Very shortly now that silk and similar silks will have to be put on the market, and then the $10.50 price will become practically the lowest obtainable.

APPRECIATES VALUE OF CLOTH

John Howe, an individual who evidently appreciates the increased value of cloth, helped himself to two rolls from the store of Charles Callow, 329½ Yonge street recently. The clerk caught John, and this cloth is back to assist in meeting the demand.

J. Rutledge, of Parry Sound, had charge of W. C. Latimer's store, Beaverton, during Mr. Latimer's absence at the Methodist General Conference recently held in Hamilton.

NECKWEAR SILK CAN'T DROP OVER NIGHT

Will Take at Least Six Months to Have Raw Silk Converted Into Neckwear Silk After Termination of War

SHOULD the war end, would not neckwear tend to drop in price?

A canvass of the situation seems to indicate that such a decline would not come immediately; might not come for a year; probably would not come by that time.

There is a very great question if a big quantity of raw silk is available at the present time. Some of the countries where raw silk is particularly developed have been badly disturbed by reason of the war. The result is certainly a decreased production.

Nevertheless, overlooking a reduced production of the raw silk, there are other points which indicate no immediate decrease in price will be struck.

The silk once to hand has to be scoured, which means work done by people who are earning more money, and who, after the war will probably still earn more money than has been the case in the past. Then the silk has to be shrunk by more expensive help. Next it has to be dyed. Then the warp setter has to set his warp before the weaver can start. From the day the loom starts to run until the silk is taken off will probably be one full month. Then there will be more scouring necessary before shipment can be made.

With the utmost speed in production there will be consumed at least six months from the time the raw silk gets to the mill before the neckwear silk can be delivered to the cravat manufacturers. The various processes could not, under the most favorable situation, be rushed faster than this.

Moreover, much neckwear silk machinery has had to be adapted to other uses. In the United States this particularly is the case. There will therefore have to be a readjustment before all the looms can be operated on neckwear silk again. Moreover the weavers will have to be gathered together. This is highly skilled help. The superintendents cannot go out into the highways and byways and draw in this help. Either old time weavers have to be secured or new ones have to be very carefully trained. All this means that a rapid production of neckwear silks to build up the necessary stock will be impossible.

A WORD AS TO NECKWEAR SHAPES.

Some of the new shapes—especially in the high priced ties—give a rather narrow looking skirt to the tie. This is very much the vogue in the United States.

This smaller end does not mean a conservation of silk. The silk is merely folded in to give the narrow skirt, but can be spread out for display purposes to give a very fine appearance.

The use of the silk which is folded away in this manner is not really wasteful. It is necessary to give the right set to the cravat.

Help Win By Saving Paper

Methods the Retailer May Adopt to Eliminate Considerable Paper Waste—Many Parcels Could Go Out Unwrapped

INSTRUCTIONS to retail merchants on how to conserve wrapping paper have been issued by the United States War Industries Board. These are interesting to Canadian firms in view of the steadily increasing shortage of paper and the possibility of the Canadian authorities taking similar action.

Following is the notice issued to the American retailers:

Paper conservation is essential as a war measure. Every retail store is, therefore, directed to discontinue the unnecessary wrapping of merchandise and to reduce its consumption of wrapping paper, bags, paper boxes, office stationery, etc., to that which is absolutely necessary.

The co-operation of the public in complying with this ruling can be counted upon if they are properly informed that it is necessary as a war measure. To secure this co-operation

1. Place placards in your store.
2. Use gummed labels on packages, etc.
3. Incorporate slogans in your newspaper advertising.

The War Industries Board has designed a placard which each store should use. The placard carries the text of the order and urges co-operation of the public. It is an 11 by 14 inch poster, printed on four-ply cardboard. The wording is as follows:

Paper Conservation a War Measure

The War Industries Board directs all stores to reduce the consumption of wrapping paper, bags, paper boxes, stationery, etc., to that which is absolutely necessary. We are complying with this request and ask your co-operation.

Don't Waste Paper

Every store should order gummed labels from a local printer to be placed on bundles, package cards, etc.

A Suggested Label

DON'T WASTE PAPER

In compliance with the Government's order we have discontinued the unnecessary wrapping of merchandise. You are asked to co-operate.

(Dealer's imprint)

Don't waste paper by using a larger label than necessary. Send several of your labels to this office.

Wrapping Paper

In addition to the discontinuance of unnecessary wrapping, your consumption of wrapping paper can be reduced by the following methods:

1. Do not use more paper than necessary to wrap merchandise.
2. Do not use heavier paper than necessary. Consult your paper dealer as to the most serviceable and economical grade.
3. Use the old paper taken from parcels delivered to you.
4. Use newspapers when possible.

Tissue Paper

You can reduce your consumption of tissue paper as follows:

1. Eliminate as far as possible the use of tissue paper for packing.

Paper Boxes

Your consumption of paper boxes can be reduced by the following methods:

1. Eliminate the holiday box for Christmas gifts.
2. Eliminate boxes for candy as far as possible.
3. Use lighter weight boxes.
4. Use old boxes for delivery and have your delivery man return them for further use.

Paper Bags

A considerable saving in paper bags can be made by the following methods:

1. Reduce the number of sizes of bags to as few as possible.
2. Don't use a larger size than necessary.
3. Don't use bags for vegetables and other articles if customers bring market baskets. Grocers should urge the use of the market basket.

Office Stationery

Your consumption of office stationery can be reduced by the following methods:

1. Use lighter weight paper and smaller size envelopes.
2. Write on both sides of the paper for long letters.
3. Use ½ and ¾ sheets for correspondence paper for short letters.
4. Use the backs of letters for carbons.
5. Make use of spoiled sheets and backs of envelopes for scratch pads.

Keep the pulp and paper section of the War Industries Board advised regarding the steps you are taking and the methods used.

BLUE DYEINGS

The following statement has been issued by the Textile Color Card Association regarding its previous statement the fastness of the blue shades contained on the Spring 1919 Color Card:

"We find that in a number of the spring 1919 cards which were recently sent out, a slip was enclosed, referring to the fastness of the Sulphonated Indigo. Upon investigation, we find that this was an error. If you received one, please destroy it.

"Silk: We are advised that Sulphonated Indigo is not now being used by silk dyers; many of them never used it.

"Wool: We are advised that the dyes being used for many dark blue woolens are fast.

"Blue dyeings, in general, are up to the past standard."

The original statement referred to follows:

"Users of this card (Spring, 1919) will please note that shades on wool and silk which require blue coloring matter cannot be dyed "fast" at the date of issuing this card. A blue of good fastness is promised early in November, 1918. In February, 1919, it is expected that the fastest known blue will be on the market.

"Until these products are on the market care should be taken in using shades in which blue is a factor. The blue now on the market (Sulphonated Indigo) is not fast, and reputable dyestuff houses do not warrant it is fast. It will not stand any considerable exposure to light."

ZIMMERKNIT
TRADE MARK

VICTORY BONDS
Will Give the Energy For the Final Spurt

VICTORY is near; but just because it is near added effort is needed. Wellington, at crises in his engagements, would rise in his stirrups and shout:

"Now, Let Everything Go In!"

And foot, horse and artillery, front line and reserves, would sweep upon the enemy.

THIS is a Time for "everything to go in," and the success of the Victory Loan will ensure Canada's ability to do her part in the big final push.

THE Victory Loan will give Canada recuperative power—the financial vitality to pass through the days of change from war to peace.

The success of the Victory Loan is essential to the success of business.

FOR all these reasons—and most of all to support adequately the boys who are ready to give their all—let us loan and urge others to loan.

Zimmerman Manufacturing Co., Limited
HAMILTON, CANADA

HERE AND THERE IN THE TRADE

DIFFERENT EQUIPMENT FOR CANADIAN SIBERIAN FORCE

FROM the particulars of the kit of the Canadian Siberian expeditionary force, which have now been received, these soldiers will present an appearance totally different to what the people at home have been accustomed to see. To all intents and purposes they will look like a bunch of Arctic explorers.

Parkas, as worn by the Eskimos, tuques, sheepskin coats, moccasins, mackinaw jackets, fur caps, mufflers and goggles are among a few of the additional articles with which the men will be provided. So great indeed is the addition to their ordinary kit that it will be impossible for each man to carry all the articles, which will be conveyed by transports.

The cap badge in the case of officers will be an oxidized silver bugle with maple leaf enclosed, the whole backed by a red cloth badge. The collar badge will be an oxidized silver letter "C," with the numerals as the case may be underneath. Rank badges of oxidized silver will be worn on the shoulders, with an edging of red cloth. Oxidized silver "Canada" badges will also be worn on the shoulders and the buttons will be of the black rifle pattern.

LIEUT. CHRISTIE GIVES LIFE

The sympathy of all will go out to G. R. Christie of Aylmer, whose son, Lieut. R. W. E. Christie, gave his life in France on September 21.

F. J. Mitchell, of Fort William, announces to the public that the law permits business places to stay open until eight o'clock during October, November and December, and that, for the convenience of the public he will take full advantage of the law.

STORE CHANGES HANDS.

Ralph Miller, of River St., Prince Albert, Sask., has purchased the business known as "The Men's Toggery," from Chas. McDonald & Fraser Thompson.

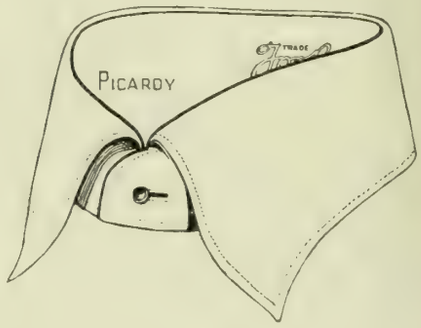
A SIGN OF THE TIMES

Owing to inability to get a sufficient supply of material to handle the business he considered he should do, Mr. Armstrong is retiring from the tailoring business in Goderich, and leaves with his wife and family of four children for London this week. Mr. Armstrong represented the Mark Fisher Sons & Co., of Montreal. The people of Goderich will regret his removal.—"Goderich Star."

Lieut. J. A. Stewart wins distinguished Flying Cross.

It will be good news to many who knew Lieut. Stewart, when he was with the Cluett, Peabody Co. of Canada, and to more who are friends of his father, F. W. Stewart, managing director of Cluett, Peabody & Co. of Canada, Limited, to learn that this young Canadian officer has been decorated with that high honor, the Distinguished Flying Cross. This puts Lieut Stewart among Canada's premier aces.

Lieut. Stewart enlisted in January, 1917, and in May of the same year was appointed instructor at Deseronto. He went overseas in November, 1917, and was instructor at Salisbury until August, when he went to France, and was engaged in night bombing operations in a Handley-Page machine. He is but 21 years old and, was fighting for six weeks only when decorated.

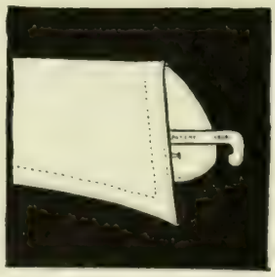


Tooke Bros. have a new collar "Picardy," a triangle starched collar. This collar is of medium height with a slight roll to the fronts which spread just enough to mark the collar as one of the newest creations.

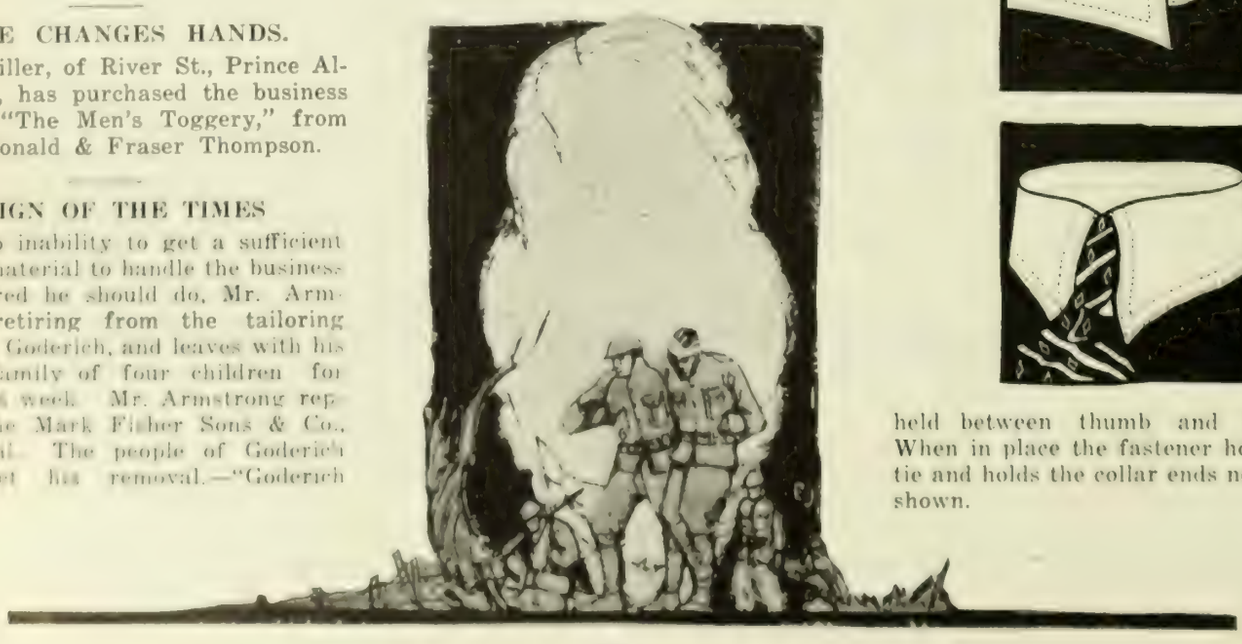
NEW SOFT COLLAR FASTENER

A new "Slip-In" fastener for a soft collar has recently been put on the market by the Williams, Greene & Rome Company. The fastener, illustrated

herewith, can be removed when the collar is sent to the tub. It is easily adjusted, the end, as shown here, being



held between thumb and forefinger. When in place the fastener holds up the tie and holds the collar ends neat as here shown.



Your Business Prosperity is closely related to the Success of

Canada's Victory Loan

YOUR business prospers because your customers—farmers, mechanics, clerks, workmen and others—have plenty of money to spend. They have plenty of money to spend because business has been good.

And business has been good largely because of the millions upon millions of dollars spent by Great Britain for Canada's natural, agricultural and manufactured products.

But Great Britain needs credit, if she is to continue spending money in Canada. Otherwise she will buy where credit is available.

Canada's Victory Bonds are being sold to the people of Canada in order that the credits Great Britain requires may be established.

This money, loaned by the people of Canada, and re-loaned by Canada to Great Britain, will find its way back to the people of Canada.

The relation between your business prosperity and the success of Canada's Victory Loan is, therefore, very close indeed. In fact, your business cannot continue to prosper as it has been prospering, unless the issue of Canada's Victory Bonds is a complete success.

Canada's Victory Bonds, moreover, are an exceptionally good investment. They earn a good rate of interest; the principal is secured by the signed pledge of Canada backed by all the resources of Canada. Any bank will lend money upon their security alone. And the Bonds can be sold at any time.

INVEST YOUR MONEY IN CANADA'S VICTORY BONDS

And take every opportunity to explain to your customers how necessary the success of Canada's Victory Loan is to their own, and their country's prosperity.

It is the part of wisdom to do so because of the reasons given. And it is a patriotic duty because Canada needs money so that she may continue to provide her fighting forces with food, clothing and munitions necessary to keep on fighting shoulder to shoulder with Great Britain and the Allies until victorious peace is achieved.

Your Banker will help you to BUY CANADA'S VICTORY BONDS to the fullest possible extent

Contributed to the Winning of the War by

THE MONARCH KNITTING COMPANY, LIMITED
DUNNVILLE, ONT., CANADA
Branch Factories at St. Catharines, St. Thomas and Buffalo

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's, Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc. Also "Monarch" Floss and other yarns suitable for soldiers' sox, and fancy hand knitting.

If interested tear out this page and place with letters to be answered.

You are Asked to Lend - not Give

The Victory Loan of 1918 asks you to buy **Victory Bonds**—to lend your money to your country at good interest.

Buy just as many Bonds as your means will allow. It's a patriotic duty, but it's good, sound business as well.

Because a successful Victory Loan will ensure a continuation of our present prosperity for an extended period. So you, as a business man, can't afford to see this Loan fail.

Urge your customers to buy also. Help them to buy by helping them to save. You can make possible a big cut in their laundry bills by featuring **Kant-Krack Collars**—the real linen-like cleanable composition collar.

KANTKRACK

This will be practical thrift. And thrift will make possible the purchase of more Victory Bonds, which, in turn, will mean a Victorious Peace and business prosperity for Canada.

The Parsons *and* Parsons Canadian Company

Makers of the
Famous KANTKRACK *Composition Collar*
HAMILTON, CANADA

Est. in Canada, 1907
Canadian Manufacturers for THE ONLI-WA TIE Holders sold at $3.50 per dozen

STRENGTHEN HIS ARM !!

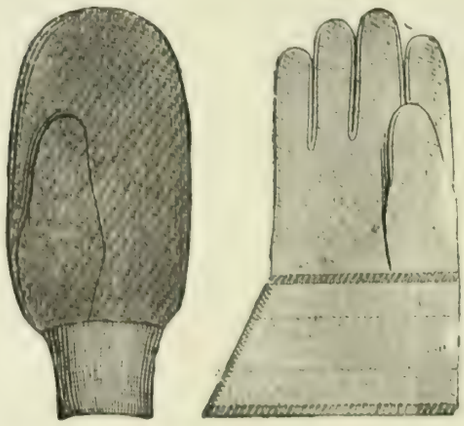
Buy Victory Bonds

Urge your customers to buy. There is no better or surer investment and an oversubscribed loan is an assurance of positive Victory.

Many of our customers will readily subscribe if they can be shown how they'll get along —how they'll save.

A display of TAPATCO Gloves will suggest work which makes for saving—tending the furnace, for instance. Talk to your customers about doing work of this kind and thus releasing money to buy Victory Bonds.

"TAPATCO" are made in many styles to suit every requirement. Send in your order now.



The
American Pad & Textile Co.
Chatham - Ontario

If interested tear out this page and place with letters to be answered.

THROW YOUR
HAT IN THE AIR
FOR

Victory Bonds

Buy and urge others to buy.
This means true success.

THE WOLTHAUSEN HAT
CORPORATION LIMITED
BROCKVILLE, CANADA

MONTREAL
Mappin & Webb Building

TORONTO
163-167 Yonge Street

If interested tear out this page and place with letters to be answered.

Finding What You Want

If you don't find what you want in the advertising pages, write "Inquiries Department,"

MEN'S WEAR REVIEW

When your customers ask for a trade-marked line and you do not know where it can be procured, write us. When you require a certain class of goods, but don't know where they may be had, write us. We will do our best to procure the information for you promptly.

We want you to feel this is your department. Use the form below.

MEN'S WEAR REVIEW

143-153 University Avenue
TORONTO

For Subscribers

INFORMATION WANTED

Date.....191

Please tell me where I can procure.....

.....

.....

Name .....

Address .....

Introducing the

"Clyde"

Unusually smart for dressy Young Men who like distinction.

B. Gardner & Company
Montreal

Buy Victory Bonds

Fifty Subscriptions from One Firm

THE International Business Machines Company, of which Mr. Frank E. Mutton is vice-president and general manager, subscribed to 10 copies of THE FINANCIAL POST some months ago—these copies to go to their travelling salesmen. Now this company has increased the number of these subscriptions to 50 because the results of the experimental subscriptions have proved so satisfactory.

FRANK E. MUTTON

Mr. Mutton explained that the object of putting THE POST in the hands of the men of his company was to keep them intelligently acquainted with general business conditions in Canada. He said he knew no better paper than THE POST for the purpose. It would seem that his men have responded fully to effort made to keep them well informed about Canadian business affairs—so much so that the management have added 40 other men to the original 10 to receive THE POST.

When Mr. Mutton was with the National Cash Register Company as its Canadian manager, he was the king of all managers in the matter of sales records. In this position he achieved a big reputation built on solid achievements. He learned salesmanship in a school where competition was of the hottest kind, and where the competitors were brilliant men. Giving Mr. Mutton full credit for superior personal qualities and energy of the most ardent kind, it is taking nothing away from him when it is said that not a little of his success was due to his intimate and sympathetic knowledge of the other man's business. And he taught the men associated with him as salesmen to know the point of view and requirements of the men they called on to sell machines to.

As vice-president and general manager of the International Business Machines Company, Mr. Mutton is putting into operation an idea used by him in past days with brilliant results—he is causing his salesmen **to know the business and requirements of their prospective customers.** To establish points of contact swiftly and surely is one of the open secrets of successful selling.

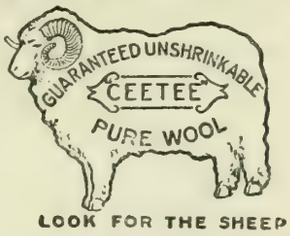
In the case of **your** solicitations of customers and desired customers, it is excellent strategy to have your salesmen so well informed about business conditions generally, and about the interests of the men they canvass, that they will be able almost instantly to relate their proposals to the interests of the buyer. When a salesman shows himself intimate with the interests or business or objectives of the man whose order he wants, he is immensely strengthened as a salesman, and his percentage of successful canvasses goes steadily up.

Our definite suggestion to you is: Subscribe to THE POST yourself, and learn from its pages how your salesmen or executives can draw power from this newspaper. Then, having acquired the sought-for knowledge, subscribe to THE POST for each man in your service who can profit you by knowing what is in THE POST each week. If Frank Mutton and other prominent executives are making a success of THE POST as a salesman's aid, it is reasonable to suppose that other managers of salesmen and executives can likewise employ THE POST as a producing agent. And so we ask you to sign and forward the coupon below.

— — — —

Turnbull's PERFECT FITTING UNDERWEAR

You Can Sell Turnbull's



LOOK FOR THE SHEEP

The pure wool underclothing that will not shrink. Full fashioned—no seams. Only the very highest quality underwear bears this trademark.

Turnbull's Underwear sells on merit. Back of every garment is a 59 years' experience in the making of underwear that sells and stays sold.

Splendid quality plain knitted and special closed crotch.

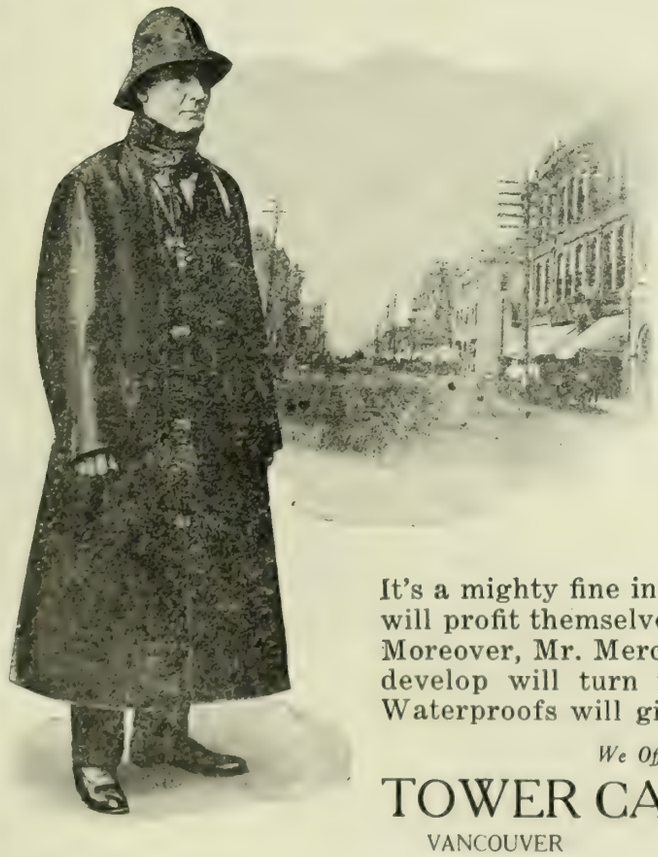
Turnbull's "CEETEE" line is scarce this season. There is no other underwear "just as good" but your customers will approve the many excellent points of our "Perfect Fitting" line.

Keep Business Brisk by Buying Victory Bonds

Buy as many as you can and encourage others to do so. Victory Bonds are a gilt-edged investment.

Besides—the success of the Loan will stimulate business generally.

The C. Turnbull Company of Galt, Limited - Galt, Ontario



You Can Honestly Recommend

TOWER'S WATERPROOFS

They always satisfy because they give unstinted good service.

A Tower Waterproof makes an elegant gift for sending Overseas. Feature this point strongly just now.

And urge your customers, when opportunity offers, to

Buy Victory Bonds

It's a mighty fine investment—safe as any in the world. They will profit themselves and the needs of the nation will be met. Moreover, Mr. Merchant, the Thrift wave which the Loan will develop will turn many men into outside men and Tower Waterproofs will give them the protection they require.

We Offer Coast to Coast Service

TOWER CANADIAN LIMITED

VANCOUVER TORONTO HALIFAX

TOWER'S FISH BRAND

If interested tear out this page and place with letters to be answered.

SEND FOR SAMPLES

of the best values in Canada to-day in BOY'S WASH SUITS and MEN'S SHIRTS. Goods are scarce—our travellers may not be able to call on you. Do not wait—write to-day—ask for samples—get your order on file. Let us protect you against the goods famine which we anticipate.

A New Line of Boys' Wash Suits

Just out—neat styles—good sellers—Percales, Chambrays, etc., in a good assortment of patterns and colors.

The Best Railroad Man's Shirt in Canada

is the one pictured here? Made of extra heavy, extra strong Special Blue Percale. Two collars. We also make a full range of Negligee and Work Shirts. But get our samples—they tell the story.

THE HERCULES GARMENT CO., LIMITED

Head Office: **Montreal** Factories: **Montreal and Louisville, Que.**

Our War and We Must Win It

Canadian vessels have been destroyed, Canadian soldiers and sailors killed and captured, and our casualty lists are being published, yet in the face of this many of us go on from day to day, living in an atmosphere of smug peace, making the war effort that comes to us, that is forced upon us, even as if we refused to realize that **this IS our war and we must help to win it.**

Don't forget to buy your VICTORY BONDS early

J. A. Haugh Mfg. Co., Limited

659 King West, TORONTO

Mfrs. Arm and Hammer Work Shirts, Overalls and Trousers

"SPERO" TAILORS' LININGS

Stamp d "SPERO" MAKE on selvedge

BRANDED

SUPER-STANDARDISED QUALITY
IN COTTON GOODS
"THE BEST IN THE WORLD"

That is all you want to know about Linings for the Tailoring Trade

GUARANTEED

RELIABLE

AND

DURABLE

Prove it yourself—ask for patterns—
we solicit comparison

RICHARD HAWORTH AND COMPANY LIMITED
MANCHESTER, ENGLAND

COTTON IMPORTERS, SPINNERS, DOUBLERS, MANUFACTURERS, RAISERS, FINISHERS AND SHIPPERS

If interested tear out this page and place with letters to be answered.

Some Years Ago a Man with Ideals Decided to Publish a Good Magazine in Canada—

AT that time there were plenty of good magazines to be bought on Canadian newstands. But they were all American magazines, reflecting the views and exalting the greatness of the United States.

Magazines exert a tremendous influence on the welfare and progress of a nation. They mould public opinion. And this man with ideals regretted to see Canadians dependent on the United States for their magazine reading. He felt that Canada had the natural resources itself to become a great nation. So he decided that, cost what it might, Canada would be the possessor of a great magazine which would be ALL-CANADIAN.

That Canadian with ideals was **Colonel John Bayne Maclean.** The outcome of his determination is

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

MACLEAN'S is big because Canada is big. It faithfully reflects Canadian ideals.

In its special articles, written by men and women best informed on their subjects, it comments on and supplements the news of Canadian and international importance.

It publishes the best stories that are written—those distinctively Canadian stories the country has come to know as MACLEAN'S stories, because they deal with the life, work and affairs of the Canadian people in original, vigorous and vital ways.

MACLEAN'S is broad, breezy, fearless—"The most talked-of publication in Canada." After reading it you will realize why it is recognized as one of the best edited periodicals in the world. It is quite probable you had no idea such a great magazine was being printed in Canada, for it would almost seem impossible to produce a magazine in this country which would measure up to the best magazines in the United States, since that country has an English-speaking population about twenty times as large as ours.

And it would have been impossible had it not been that the MacLean Publishing Company is the largest organization of its kind in the British Empire, owning and printing 14 famous magazines and business newspapers—which is probably a record not approached by any other firm in the world.

A Bargain!—3 Months for 50c

MACLEAN'S sells for $1 a year—should be more. We want you to get acquainted with MACLEAN'S so as to know that after we have made you one of the "Canada's National Magazine" you two are going to be friends for life. So, to make you known to each other we will accept your subscription now for only 3 months to start off with. In other words, we want you to "try out" MACLEAN'S, and see for yourself just how good it is!

Don't miss this unusual opportunity. Simply sign the coupon, pin a postal note to it, and mail it to us

TO-DAY!

Tear off here and mail

The MacLean Publishing Company,
143 University Ave.,
Toronto, Ontario.

I accept your offer. I am enclosing 50c to pay for MACLEAN'S MAGAZINE for 3 full months. Please start me off with the big November issue.

Name .....

Address .....

(If you prefer to pay for a longer period right now, you may attach $1 for six months, or $2 for a year).

Goods Just Arrived From England Worth Your Attention

Fancy Wool and Plain Shades Dressing Gowns, from $10.50.
Fancy Wool and Plain Shades House Coats, from $7.50.
Camelhair Mufflers and Sweaters.
Ribbed and Worsted Socks, Heather and Black, $6.00.
Black Cashmere "Llama," $4.50 doz.
All Wool Cashmere, $8.00 and $10.50.
Oxford Grey, Ribbed, $7.50.

We are Dominion Agents for **Young & Rochester,** London and Londonderry, manufacturers Shirts, Collars, Neckwear, Flannel Trousers, etc.

Tress & Co., London and Luton, High-class Hats, Caps and Straws.

Complete stock military lines, official caps for C.E.F., R.A.F. and U.S. officers and cadets, also for the Navy.
Trench Coats, Haversacks, Aviation Helmets, Spurs, Crops, etc.
English Leather Leggings, Sam Brown Belts, Badges for all ranks.

Wreyford & Company, Toronto
Wholesale Men's Furnishers and Mfrs.
Agents--Military Outfitters

HBC BRAND
TRADE MARK
BLOOMERS

are a line you can honestly depend upon for quick results in your juvenile department.

We offer you unusual values in

Boys' Suits
Juvenile Suits
and
Men's Trousers

We have a large stock always on hand and every item in our assortments is up-to-date and saleable.

Being specialists on these particular lines we can offer you values unobtainable elsewhere.

It is well worth your while to see these lines now in the hands of our salesmen.

Hoffman Ducoffe & Co.

314 Notre Dame Street West, Montreal

A Growing Patronage

Can be secured and maintained at least as far as your trouser sales are concerned—by showing and recommending

FOR THE MILLIONAIRE

Made in Canada — "Everyman's" TRADE MARK MFD BY DAVIS BROS — *For Canadians*

FOR THE MILLION

As the words "for the millionaire or the million" suggests, "Everyman's" is a comprehensive line which enables the dealer to cater to all classes of trade. It includes Fancy Striped Worsteds, Serges, Tweeds, Corduroys, etc.

Examine the quality and the prices of "Everyman's" before you decide.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

"Craftana"

Registered No. 262,00

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

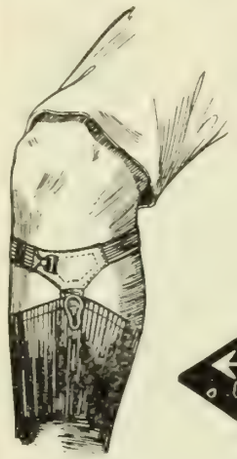
A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

If interested tear out this page and place with letters to be answered.



Help Home Industry

XMAS GIFTS

Useful and Inexpensive

ARROW PAD GARTER

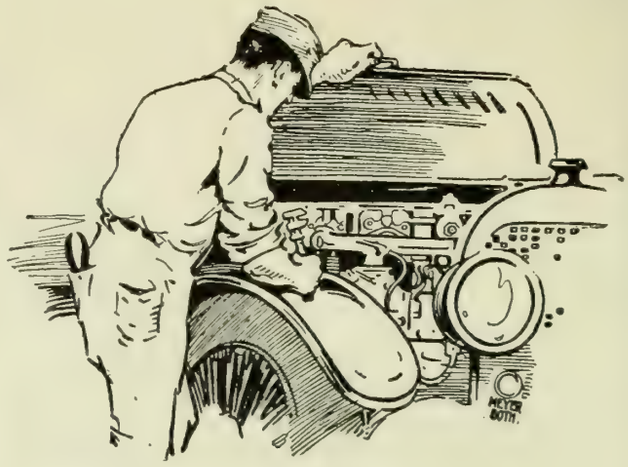
and ARROW ARM BANDS are done up in neat Holly covered boxes suggestive of the season.

Display them and they will sell readily. You can sell them still at 35c, 50c, 75c with a good profit.

ARROW ARMBANDS
LEATHER BELTS,
ELASTIC BELTS, etc.

Buy Victory Bonds

Arrow Garter Mfg. Co.
489 St. Paul St. W. MONTREAL



HE IS WEARING DEACON WORK SHIRT

because he finds it to be the roomy wearable work shirt of service and satisfaction.

The workingmen of your town need just such good shirts as this. And we are just now showing a comprehensive assortment from which to make your selection.

Our showing of Deacon Fine Shirts is also worthy your inspection. Why not look both these lines over at your convenience?

Officers' shirts, too, in a great variety of materials and colorings.

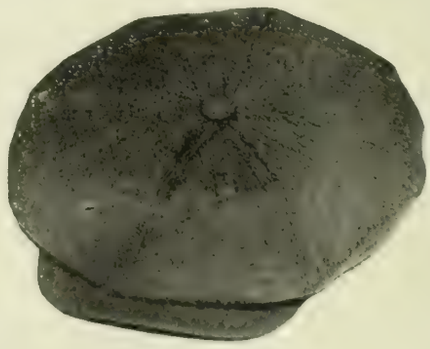
The Deacon Shirt Co.
BELLEVILLE, ONT.

TWO GOOD INVESTMENTS

Buy Victory Bonds

VICTORY LOAN BOSTON CAPS

Both always valuable in the market and with a positive guarantee behind them.



Latest Shape Double Stitched

Boston Cap Company
Wholesale and Retail Mfrs. of Hats and Caps
338 St. Urbain St. MONTREAL

Manufacturers and Dealers:

Our Inquiry Department is "for you." Are you looking for any new lines or old ones? Write us, we are at your service.

MEN'S WEAR REVIEW
143-153 University Avenue
TORONTO
Inquiry Department

If interested tear out this page and place with letters to be answered.

Two things you can bank on—

WATERHOUSE WARRANTED HIGH GRADE UNDERWEAR — MAPLE LEAF BRAND — UNSHRINKABLE REG'D.

1. The Goodness of Maple Leaf Brand and Dr. Neff's Sanitary Underwear

This is underwear to recommend—comfortable, serviceable, snug fitting—underwear that will please the wearer sufficently to bring him back for a new outfit later on. The Trade-Mark is your guarantee and it's a guarantee to your customer as well.

2. The Stability of Canada's Victory Bonds

These Bonds are as safe as any investment in the world. You get the money back in better trade resulting from more expenditures in Canada, you get 5½ per cent. interest and you get the principal back.

So buy as many Bonds as you can and encourage your customers to do the same.

Thos. Waterhouse & Co., Limited
INGERSOLL, ONT.

Shelving

If you have need of some consult us. We supply cases like that shown herewith or make to your requirements.

We Supply Everything in Store Fixtures.

The Walker Bin Store & Fixture Co.
Limited
KITCHENER, ONT.

What the Law Says about Popular Brand Trousers?

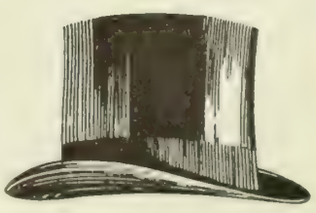
You can go without Boots
" " " " a Shirt
" " " " a Collar
" " " " Coat and Vest
" " " " Socks
" " " " a Tie
" " " " Underwear
" " " " a Hat

But the law says you **cannot** go without a pair of Popular Brand Trousers.

Drop a card and our traveller will call with a full range of samples.

THAT SILK HAT FOR XMAS

We can fill your order promptly and with satisfaction. We have the facilities for doing so—ours is the largest and best equipped hat factory in Canada.
See the Silk Hats that are the Standard of Style and Quality.



We are specialists in Ladies' Silk French Plush Hats.

GEO. PROVENCHER
166B ELIZABETH ST. - MONTREAL
Established 1894

Sales Conducted for High-Class Retail Stores Only

All Dates Now Filled Till January 1st, 1918
Booking Now For January, February and March

WRITE EARLY TO

F. McNABB

The Practical Sales Specialist

2357 ESPLANADE AVENUE, MONTREAL
BOX 355, SAULT STE. MARIE, ONTARIO

All Sales Conducted Personally

WASTE PAPER

WRITE FOR PRICES

E. PULLAN

TORONTO HAMILTON

Read the Want Ads

Condensed Advertisements

AGENCY WANTED FOR QUEBEC—SALary or commission. First-class references. Write A. S., 164 Desfranciscains, Quebec.

DESIGNER WHO HAS BEEN NINE YEARS with the largest boys' and children's house in Canada capable of producing fetching novelties and attractive styles. Can produce snappy young men's models. Open for engagement Dec. 15th. Apply Box 409, Men's Wear Review, University Ave., Toronto.

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DOMINION RAYNSTERS

The "Made-in-Canada" Raincoats

Will Please Your Customers

DOMINION RAYNSTERS offer a striking example of the blending of fashion and utility. They are at once the most stylish coats you can put in stock. Being waterproof, you have a sale for them, every day, rain or shine.

They are unconditionally guaranteed to you—guaranteed in both material and workmanship—guaranteed by the oldest Rubber Company in Canada.

The Dominion Rubber System Label goes on every Raynster to protect you and your customers, and to assure long wear, perfect service and satisfaction.

Carry the lines that you can be sure of—feature DOMINION RAYNSTERS, the absolutely waterproof raincoats, made in Canada and guaranteed by a Canadian company.

Write to our nearest branch for Dominion Raynster Style Book and Price Lists.

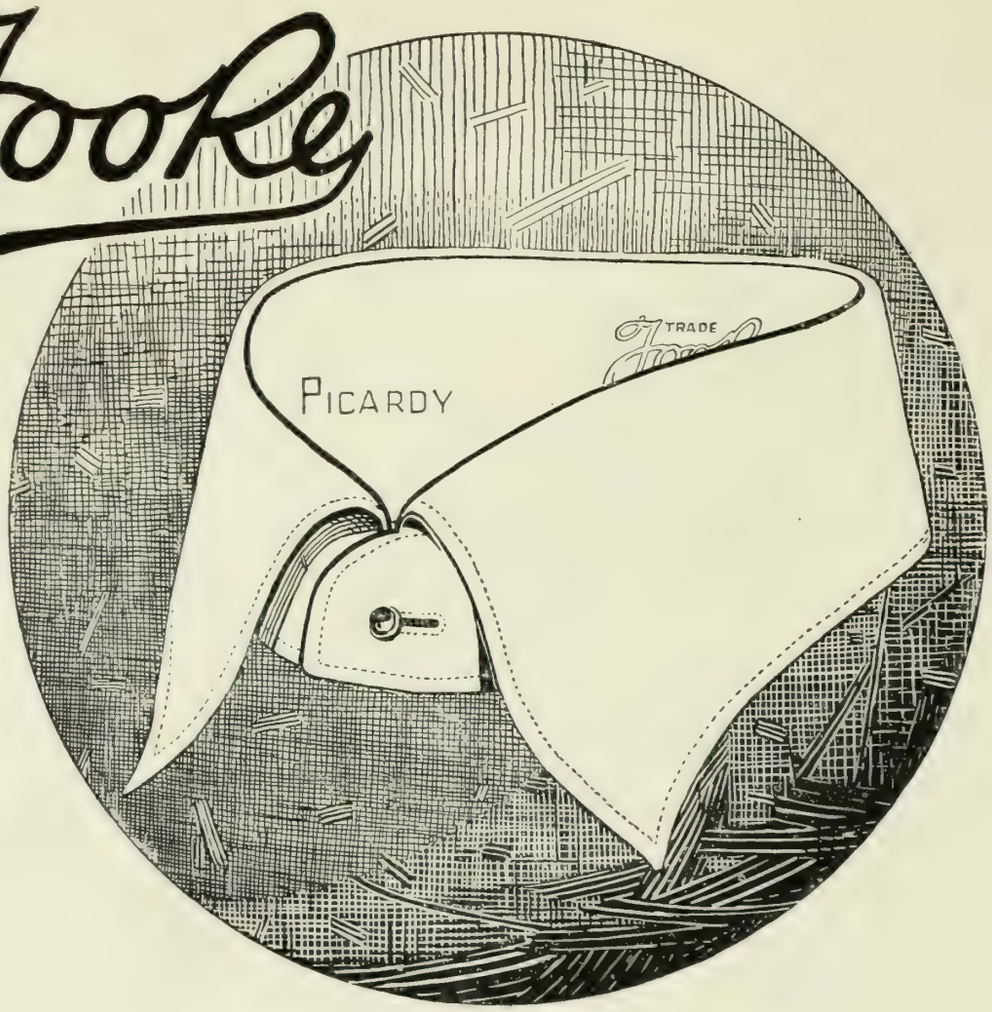
Canadian Consolidated Rubber Co., Limited

Head Office - Montreal

Service branches at Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Tooke



"PICARDY"

The New Tooke Collar for Fall and Winter.

Featuring the Latest Roll Front Effect.

Ready 1st December

BUY VICTORY BONDS **Back Foch's Men--Buy Bonds Again** BUY VICTORY BONDS

TOOKE BROS., LIMITED

Montreal Toronto Winnipeg Vancouver

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII. PUBLICATION OFFICE: TORONTO, DECEMBER, 1918 No. 12.

The Nobby Cap of Quality

Maritime

Maritime Cap Limited
MONCTON, N.B.

Canada's Largest and Oldest Tailoring Institution

ESTABLISHED 1885

The Coat Room

specialists in their line.

Coatmaking

Under Ideal and Sanitary Conditions

The illustration shows the large, airy coatroom devoted exclusively to the *tailoring* of Hobberlin clothes. This large, airy room, with its rows and rows of windows, its skylights, high ceilings, sanitary drinking fountains and disinfected floors gives a high degree of hygienic cleanliness and sanitation. Here each operator specializes upon a particular feature of coat *tailoring*. This develops a remarkable skill and by our methods of co-ordination and the elimination of waste of time and effort, we are able to offer Hobberlin High Class Tailoring at nominal prices. We are pleased to show our agents and customers through these workshops at any time.

Full particulars of our Agency proposition sent on request.

THE HOUSE OF HOBBERLIN
LIMITED

9 East Richmond Street, Toronto

Milne's Neckwear News for December

One of our Folded-in Square-end Ties—a wonderful range, priced to retail for one dollar.

See Our Six Dollar Range

We believe this is the most attractive offering now being shown. It is possible as a result of a very favorable buy. But look over the samples our travellers are now taking to you.

It will be a long time, we believe, before you get any more $6.00 neckwear, here or elsewhere, but you will always get from us the best value possible.

WILLIAM MILNE

50 York Street, Toronto

New lines continually arriving. *Always inspect the Milne Offerings*

If interested tear out this page and place with letters to be answered.

NEVER before were dealers so conscious of their need for honest reliable clothing, garments that are made for a purpose, working garments that stand up to the hardest kind of wear and tear. How a garment is made counts quite as much with consumers as what goes into it.

Good-will is continually growing for the dealer who connects with a house of reputation. When you offer

KITCHEN'S
"Railroad Signal"
OVERALLS

to the consumer this good-will will grow rapidly, the consumer finds and will continue to find this increased worth in **KITCHEN'S** Overalls. The men who wear them year after year are the men that will tell you **KITCHEN'S** goods are without a peer.

Our organization does more than sell the wholesaler and retailer. We clinch the sales for them by serving the consumer the best overall value, and the newest, most up-to-date work-shirt on the market. We advertise to the consumer strongly the superiority and honest workmanship represented in **KITCHEN'S** Overalls and Shirts.

Write us for samples and information.

The Kitchen Overall & Shirt Co., Limited
BRANTFORD, ONTARIO

If interested tear out this page and place with letters to be answered.

MADE IN CANADA

Carefully knitted, splendid fitting, serviceable and unshrinkable a line of underwear that is a pleasure to wear and a satisfaction to sell.

"Admiral" and **"Commodore"** qualities for Men and Boys.

Four Good Sellers

"Primrose" and **"Priscilla"** qualities for Women and Girls.

Made in two-piece garments, also in perfect form-fitting combinations.

If interested tear out this page and place with letters to be answered.

Has the Advantage of Comfort, Durability and Price!

So as not to lower Atlantic Quality in the slightest degree, our output is limited.

From Buying to Inspection Departments, constant vigilance insures your trade of the highest standard of excellence in underwear.

The Atlantic reputation for comfort, durability and price are features both you and your customer cannot afford to overlook.

When Buying, say "Atlantic!"

ATLANTIC UNDERWEAR LIMITED

MONCTON, N.B.

If interested tear out this page and place with letters to be answered.

Introducing the "Ormonde." An unusually attractive model having a refined smartness which appeals strongly to young men.

B. GARDNER & CO.
MONTREAL

If interested tear out this page and place with letters to be answered.

"The Canada"

OUR NEW COLLAR

Up-To-The-Minute in Style, with Linen Finish and Stitched Edge Appearance that distinguish all

CHALLENGE CLEANABLE COLLARS

Stock this Collar now, it is a big seller.

Write for our new catalogue and selling helps.

THE ARLINGTON CO. OF CANADA, LIMITED

76 BAY STREET, TORONTO

SALES OFFICES AND WAREHOUSES, MONTREAL AND WINNIPEG

If interested tear out this page and place with letters to be answered.

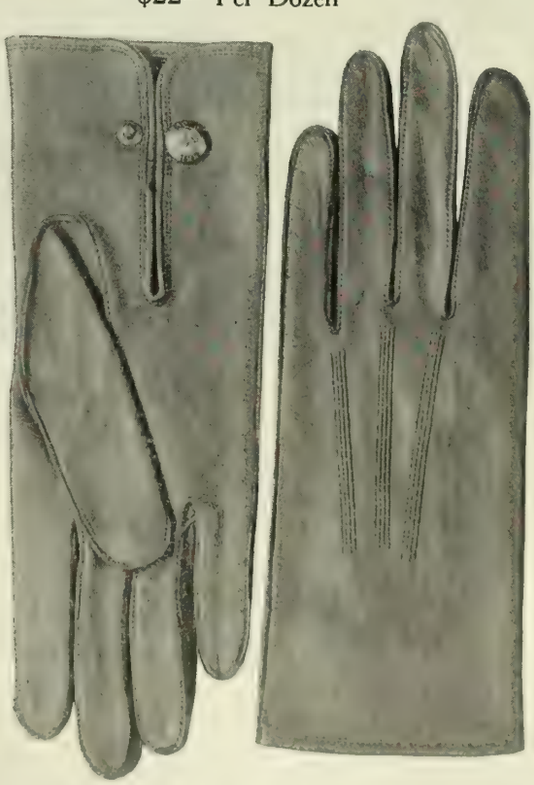
PERRIN CAPE GLOVES

For Immediate Sale

Perrins' Newport Cape
$19.50 Per Dozen

Perrins' Condé Cape
$22.00 Per Dozen

Perrins' No. 682 Spearpoint
$24.00 Per Dozen



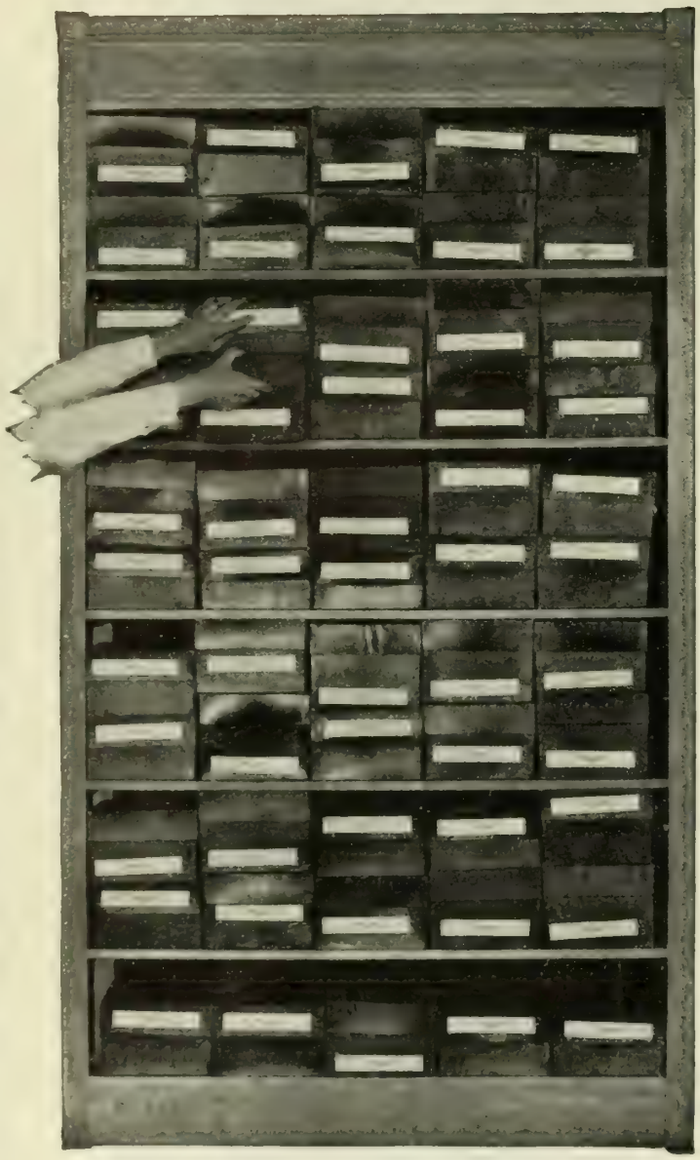
Perrin Rostand Cape
$27.00 Per Dozen

Write us at once regarding your requirements in the above *four Standard Lines*

PERRIN FRERES & CIE., Sommer Bldg., MONTREAL

If interested tear out this page and place with letters to be answered.

THE OLD METHOD



Pre-war Fixtures

THE illustration shows the ordinary type of open shelving and boxes, which represent an enormous waste of space. If all boxes are filled to capacity, and they seldom are, this section, 7 ft. 9 in. high and 4 ft. long carries only 27½ dozen garments by actual count, the average capacity being only about 20 dozen.

This method means excessive space to the extent that the owner either uses room one-half larger than actual requirements or is forced to seek larger quarters.

Under this method there is a tremendous waste of man-power as the time required to locate and display merchandise represents lost motion, as each style displayed means the removal of a box from the shelving.

The New Way method changes all this, as shown in the description of

The New Brass Store

described and illustrated elsewhere in this issue.

Can you afford to be without New Way fixtures? Let us discuss and demonstrate their value to your business.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

If interested tear out this page and place with letters to be answered.

J

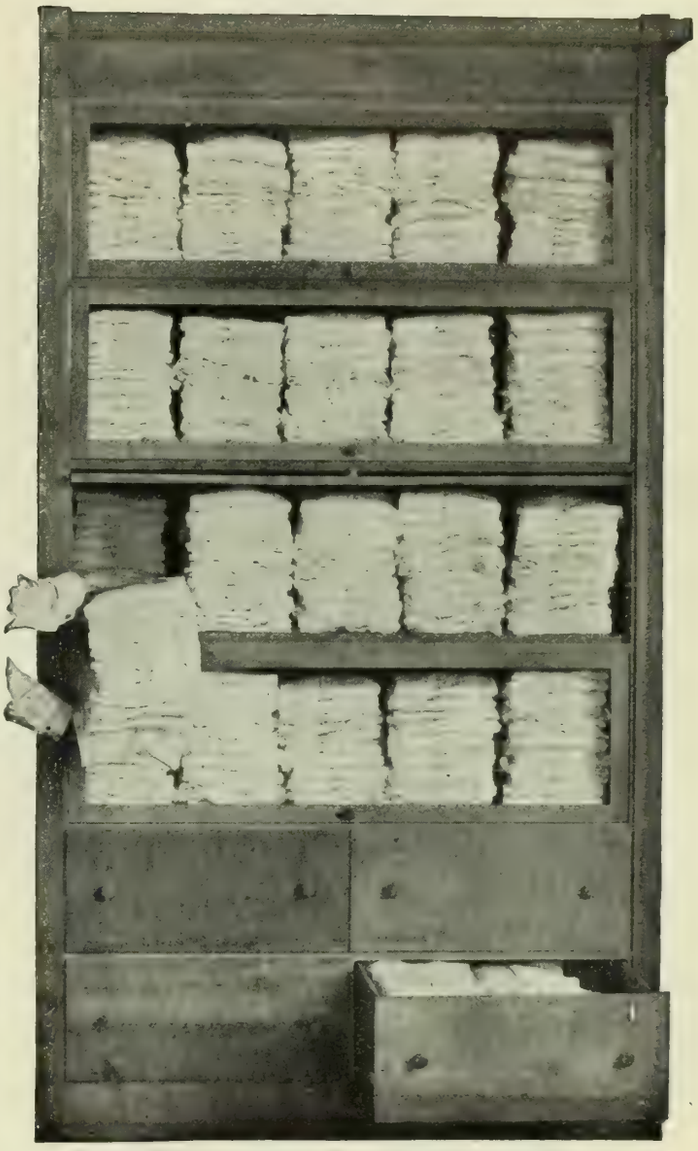
THE NEW WAY

Peace Time Fixtures

THE illustration shows a section of New Way Interchangeable Units exactly the same size as the shelving on the opposite page with a capacity for 56 dozen garments or double the capacity of the old style fixture.

The stock is so arranged in trays behind lift-up disappearing glass doors, in such manner that a full dozen styles can be removed from unit as quickly as one style can be removed from a box. Therefore, in a given time the salesman can show twelve garments while the clerk working with old time methods can show one.

The time thus conserved for salespeople and customers means a tremendous saving in man-power or that four salespeople can do the work of six or more under old methods.



This is only one item of the New Way System a shown in the description of

The New Brass Store

described and illustrated elsewhere in this issue.

You cannot afford to be without the New Way System. Let us discuss and demonstrate its value to your business.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

If interested tear out this page and place with letters to be answered.

Often Imitated
Never Equalled

The Worker the big buyer

For years the workingmen's trade will be worthy of the dealer's particular attention.

By stocking the best you assure yourself satisfied customers and a continuance of the workingman's custom.

CARHARTT OVERALLS

possess every merit to win the wearer's approval.

We advise your stocking now, as prices are still advancing.

The Carhartt working togs include:

FOR MEN:
Carhartt's Overalls
Khaki Work Pants
Cottonades
Corduroys
Also Work Gloves in splits and horsehide.

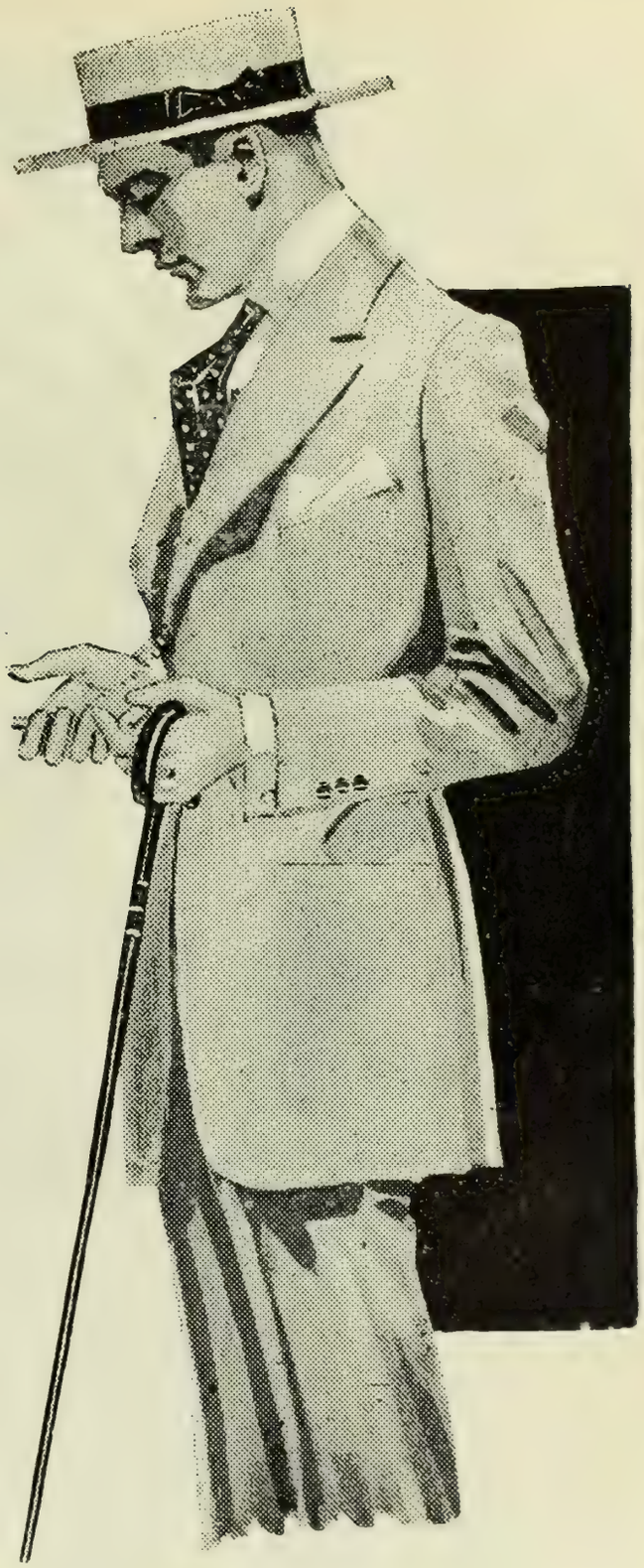
FOR WOMEN:
Khaki and Galatea Allovers and Slipovers.

Hamilton Carhartt Cotton Mills Limited

TORONTO UNIT

Toronto Montreal Winnipeg
Vancouver Liverpool, Eng.

If interested tear out this page and place with letters to be answered.



True Values in Summer Clothing at Thrifty Prices

This is just what we offer the trade in our new season stocks of Miller-Made Palm Beach and Summer weight clothing.

Using the best available materials, and watching every operation as the work progresses in our own model factories, we are sure of our product. We are sure Miller-Made Clothing will give you complete satisfaction.

We suggest covering your 1919 requirements at once. Prices, we are afraid, will have to advance once more and we believe money will be saved by immediate attention—also you will make sure of having the stock when you need it.

Miller Summer Weight Clothing includes the following:—

Palm Beach Suits, White Duck, Khaki Duck and Flannel Trousers, Lustre Coats, White Duck Coats, Dusters, etc.

MILLER MFG. CO.
LIMITED

Makers of the Famous Miller Breeches

44 YORK ST. TORONTO

If interested tear out this page and place with letters to be answered.

MacLean Employees Early Winners of The Honor Banner

The employees of The MacLean Publishing Co. subscribed well over their quota in the big, successful Victory Loan campaign.

89% of the 192 employees in Toronto helped along the good work by subscribing for $42,500 of the 1918 Victory Bonds, representing 16% of the annual pay-roll.

As each firm was entitled to an Honor Flag when 75% of the employees took at least 10% of the pay-roll in bonds, it will be seen the MacLean employees went well ahead of the objective set. They were among the early ones to win an Honor Flag.

The MacLean Publishing Company, Limited

Winnipeg **Toronto** **Montreal**

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Peck's

Clothes of the hour

Made always in Peck's High Grade Standard of value.

Suits and Overcoats for immediate shipment from our large stock.

To cover your 1919 requirements we have assembled a remarkable range of well-selected fabrics.

Have you tried our "Made - to - Measure" Service for those whom you cannot fit from stock or who desire something a little better?

John W. Peck & Co. Limited

Manufacturers of
Men's and Boys Clothing, Shirts, Caps, etc.

MONTREAL WINNIPEG VANCOUVER

You can't go wrong Mr. Retailer, in following the beaten path and

"The BeatenPath Lead to Racines"

RACINES—the home of fine furnishings for men. Racines—where you get extra good customer-pleasing values. Racines—the home of

"Racine" Working Shirts
"Hero" Fine Shirts,
"Strand" (Chemise de Luxe) Shirts,
"Lifesaver" Overalls,
"Samson" Pants,
"Record" Sox.

"Strand" shirts are particularly nice as Christmas gifts. We suggest your seeing them and convincing yourself that a stock of "Strand" shirts would be very worth while during the gift-giving season.

We want you to see these values. We want to convince you as we have convinced others. So we will send you on request a set of, say, twelve samples (mail prepaid).

Specialists in
General and Fancy Furnishings for Men and Boys.

Alphonse Racine, Limited

Everything in Furnishings for Men and Boys

60-82 ST. PAUL ST. W. MONTREAL

Factories: Beaubien St., Montreal; St. Denis, St. Hyacinthe.
Sample Rooms: Ottawa, Three Rivers, Sherbrooke, Sydney, N.S.; Toronto, 123 Bay St.

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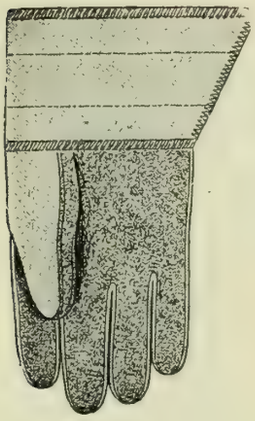


TAPATCO
REGISTERED TRADE MARK BRAND

"I Certainly Appreciate My Dealer's Good Sense In Recommending Tapatcos!"

There's many a sale and profit on TAPATCO gloves overlooked because, nine times in ten, through improper display, the customer does not know his dealer sells them.

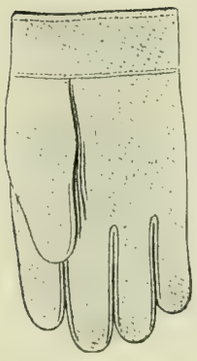
Farmers, teamsters, laborers, mechanics, chauffeurs, railway men, lumber men, in fact, men in every line of industry use and **recommend** TAPATCO Gloves.

Are you selling your share?

TAPATCO Gloves are made in Gauntlet, Knit Wrist and Band Top Styles, in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in tan, slate and Oxford.

Increased production activity will mean lots of TAPATCO sales.

Handled by all jobbers.



The American Pad and Textile Co.

CHATHAM, ONT.

FOR THE MILLIONAIRE

Made in Canada — "Everyman's" TRADE MARK MFD BY DAVIS BROS — *For Canadians*

FOR THE MILLION

Make yours the trouser store

Get stocked now with "Everyman's" line—it is the surest way to cinch the profitable trouser demand of your town.

"Everyman's" is an aptly-named line — comprehensive enough to meet the requirements of every class of trade. Our new showing includes Fancy Striped Worsteds, Serges, Tweeds, Corduroys, etc.

See "Everyman's" before you order.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

You'll grow enthusiastic about

Lion Brand Bloomers

Lion Brand Bloomers are a live proposition.

Their individuality and style features make a hit with every little fellow and what's just as important they please the boys' parents because of their wearing qualities.

A stock of Lion Brand Bloomers will speed up your juvenile department.

THE

Jackson Mfg. Company

CLINTON, ONT.

If interested tear out this page and place with letters to be answered.

CABLES :— "SPERO" MANCHESTER

"SPERO" TAILORS' LININGS

"SPERO" MAKE on selvedge is your protection and our guarantee of quality

SUPER—STANDARDISED QUALITY
IN COTTON GOODS.
"The Best in the World"

EVERY YARD A LESSON IN DURABILITY

RICHARD HAWORTH AND COMPANY LIMITED

GOVERNMENT CONTRACTORS

ENGLAND

COTTON IMPORTERS, SPINNERS, DOUBLERS, MANUFACTURERS, FINISHERS AND SHIPPERS

If interested tear out this page and place with letters to be answered.

—In clothing for our men who are quickly donning the civilian garb again is none too good.

They are more anxious now for a perfect fit, their military clothes, while warm, were not made for them specially, so the desire for better clothes is insistent.

ART CLOTHES
COOK BROS. & ALLEN LIMITED

Secure the soldier's trade.

It is a big item.

He will be delighted with Art Clothes.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO.

If interested tear out this page and place with letters to be answered.

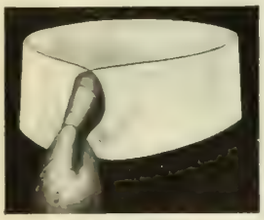
ARROW and DE LUXE SOFT COLLARS

MAIL ORDERS WILL BE GIVEN SPECIAL ATTENTION

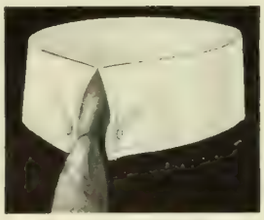
Cluett, Peabody & Company of Canada, Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

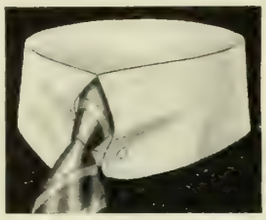
ARROW SOFT COLLARS



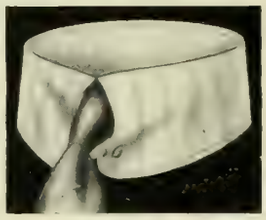
NASSAU
Front 2¼ in.
Back 1⅞ in.
Sizes 12 to 18
Pongee
Price $2.00 Per Doz.



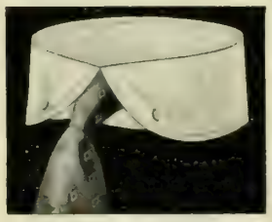
NADINA
Front 2⅛ in.
Back 2⅛ in.
Sizes 13½ to 17½
Plain Repp
Price, $2.00 Per Doz.



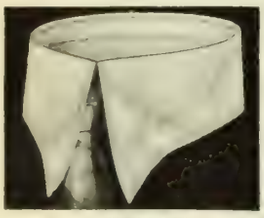
PINEHURST
Front 2¼ in.
Back 1⅞ in.
Sizes 12 to 18
Corded Madras
Price $2.00 Per Doz.



QUINCHY
Front 2¼ in.
Back 1⅞ in.
Sizes 12 to 18
Fancy Poplin
Price $2.00 Per Doz.

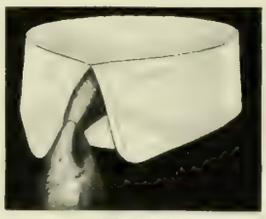


HANBURY
Front 2⅜ in.
Back 2⅛ in.
Sizes 13½ to 17½
Plain Repp
Price $2.00 Per Doz.

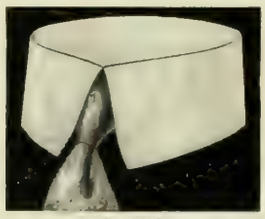


COMOX
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Fine Pique
Price $2.00 Per Doz

LAKEFIELD
Front 3½ in.
Back 2 in.
Sizes 12 to 17
Corded Madras
Price $2.00 Per Doz.



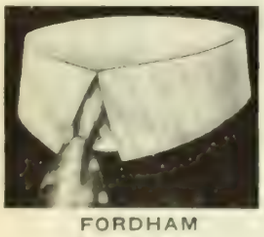
RIDEAU
Front 2⅞ in.
Back 2¼ in.
Sizes 12½ to 17½
Fine Pique
Form-Fit
Price $2.00 Per Doz.



TRURO
Front 2¼ in.
Back 2 in.
Sizes 13½ to 17½
Fancy Poplin
Price $2.00 Per Doz.

The Styles and Fabrics and Qualities Represent the Markets Best Possibilities.

DE LUXE SOFT COLLARS



FORDHAM
Front 2 in.
Back 1¾ in.
Sizes 13½ to 17½
Russian Cord
Satin Stripe
Price $2.50 Per Doz.

HAIG
Front 2⅜ in.
Back 2 in.
Sizes 13½ to 17½
Russian Cord
Form-Fit
Price $2.50 Per Doz.

TILSDEN
Front 2⅞ in.
Back 2¼ in.
Sizes 13½ to 17½
Russian Cord
Satin Stripe Duo-Tape
Price $2.50 Per Doz.

VERNON
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Plain Poplin
Price $2.50 Per Doz.

DALTON
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Plain Pique
Price $2.50 Per Doz.

SANDON
Front 2¾ in.
Back 1¾ in.
Sizes 13½ to 17½
Russian Cord
Price $2.50 Per Doz.

COL. BOGEY "K"
Front 2¾ in.
Back 1⅞ in.
Sizes 13½ to 17½
Plain Pique
Price $2.50 Per Doz

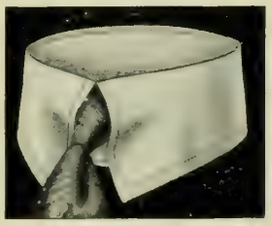
MERTON
Front 2⅞ in.
Back 1⅞ in.
Sizes 13½ to 17½
Corded Repp
Price $2.50 Per Doz.

CARMAN
Front 2⅝ in.
Back 1¾ in.
Sizes 13½ to 17½
Price $2.75 Per Doz

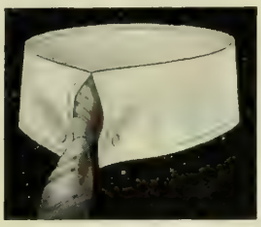
ELKHORN
Front 2¼ in.
Back 2 in.
Sizes 13½ to 17½
Cotton Bengaline
Price $2.75 Per Doz.

DE LUXE SOFT COLLARS

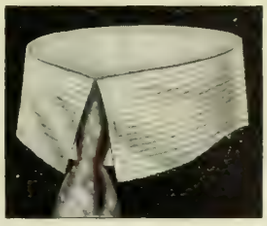
Cluett, Peabody & Co. of Canada, Limited



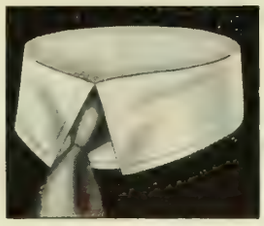
AUSTIN
Front 2⅞ in.
Back 2⅛ in.
Sizes 13½ to 17½
Silk Faille
Duo-Tape
Price $3.50 Per Doz.



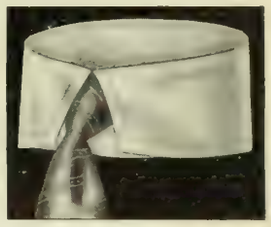
GRETNA
Front 2⅛ in.
Back 2⅛ in.
Sizes 13½ to 17½
Cotton Bengaline
Price $2.75 Per Doz.



WARWICK
Front 2⅜ in.
Back 2 in.
Sizes 13 to 17½
Fancy Pique
Form-Fit
Price $2.75 Per Doz.



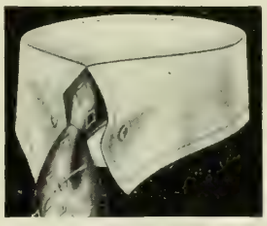
KINGSTON
Front 2 in.
Back 1¾ in.
Sizes 13½ to 17½
Silk Faille
Price $3.50 Per Doz.



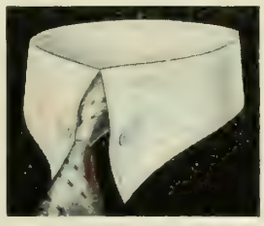
GLENORA
Front 1¾ in.
Back 2⅜ in.
Sizes 13½ to 17½
Habutai Silk
Price $4.00 Per Doz.

KELOWNA
Front 2⅛ in.
Back 2⅛ in.
Sizes 13½ to 17½
Silk Bengaline
Price $4.00 Per Doz.

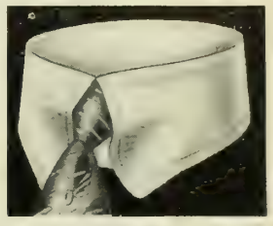
BEVERLY
Front 2⅞ in.
Back 2¼ in.
Sizes 13½ to 17½
Fancy Pique
Form-Fit
Price $3.50 Per Doz.



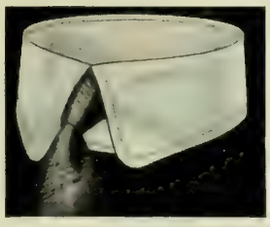
OKA
Front 2⅞ in.
Back 2¼ in.
Sizes 13½ to 17½
Art Silk Pique
Form-Fit
Price $4.00 Per Doz.



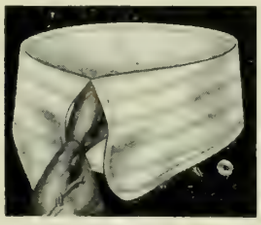
BENITO
Front 3½ in.
Back 2 in.
Sizes 13 to 17½
Corded Repp
Price $2.75 Per Doz.



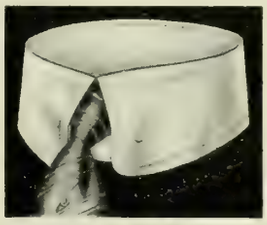
EMERY
Front 2⅞ in.
Back 2¼ in.
Sizes 12½ to 17½
Corded Madras
Form-Fit Duo-Tape
Price $2.75 Per Doz.



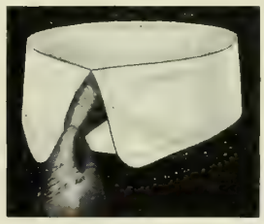
PARMA
Front 2⅞ in.
Back 2¼ in.
Sizes 13½ to 17½
Habutai Silk
Form-Fit
Price $2.75 Per Doz.



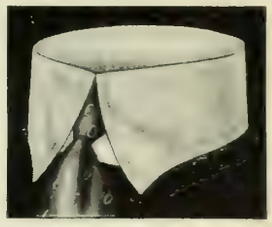
MIDLAND
Front 2⅞ in.
Back 2¼ in.
Sizes 13½ to 17½
Silk Stripe Form-Fit
Duo-Tape
Price $2.75 Per Doz.



DURHAM
Front 2¼ in.
Back 1⅞ in.
Sizes 13½ to 17½
Habutai Silk
Price $2.75 Per Doz.



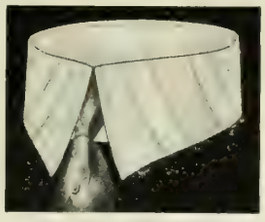
GRANVILLE
Front 2⅞ in.
Back 2¼ in.
Sizes 13½ to 17½
Plain Poplin
Form-Fit
Price $2.50 Per Doz.



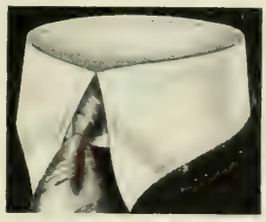
RATHBUN
Front 2⅞ in.
Back 2¼ in.
Sizes 13 to 17½
Art Silk Pique
Form-Fit Duo-Tape
Price $4.00 Per Doz.

REGINA
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Box Check
Price $2.75 Per Doz.

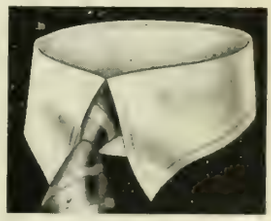
CORDOVA
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Habutai Silk
Price $4.00 Per Doz.



RAINBOW
Front 2⅞ in.
Back 2⅛ in.
Sizes 13 to 17½
Colored Stripe Silk
Duo-Tape
Price $3.50 Per Doz.



MAITLAND
Front 3½ in.
Back 2 in
Sizes 13½ to 17½
Habutai Silk
Price $3.50 Per Doz.

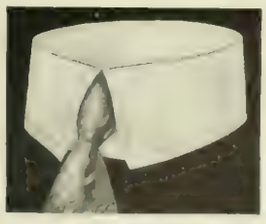


MANITOU
Front 3 in.
Back 2 in.
Sizes 13½ to 17½
Silk Faille
Price $3.50 Per Doz.

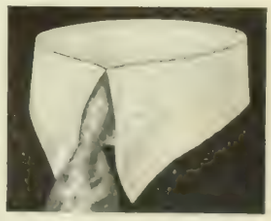
SHELBORNE
Front 2⅞ in.
Back 1¾ in.
Sizes 13½ to 17½
Silk Moire
Price $4.00 Per Doz.

ACADIA
Front 2⅞ in.
Back 1¾ in.
Sizes 13½ to 17½
Crocheted Bengaline
Price $4.00 Per Doz.

SIDNEY
Front 2¼ in.
Back 2 in.
Sizes 13½ to 17½
Silk Moire
Price $4.00 Per Doz.



ORMONDE
Front 2½ in.
Back 2 in.
Sizes 13½ to 17½
Crocheted Bengaline
Price $4.00 Per Doz.



CORONA
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Shappe Silk
Price $4.00 Per Doz.

Jaeger

"BRITISH FOUNDED 1883"

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We send all Jaeger supporters our heartiest good wishes for Xmas and New Year.

Dr. Jaeger's Sanitary Woollen System Company, Limited

Head Office and Wholesale Warehouse
243 Bleury Street
Montreal

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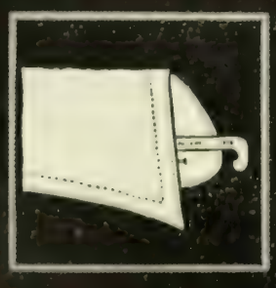

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8 TORONTO, DECEMBER, 1918 No. 12

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Editor and Manager*

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W. H. Waram, *Toronto Representative.*

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GREAT BRITAIN—LONDON, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y.; Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States $2.50 a year; other countries, $3.00 a year; Single Copies, 20 cents. Invariably in advance.

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THE PRESENT OUTLOOK

The result of the Victory Loan campaign shows unmistakably public confidence in the future of Canada.

"With at least $250,000,000 of the new Victory Loan to go into credits to Britain for foodstuffs and clothing next season, we shall need every man we can procure to help in production, either in the factory or on the farm. The business created by the Victory Loan will continue our power of absorption of labor, and the men overseas need not be kept there in idleness because of fear of non-employment for them on their return. In fact most industries of a peace character are still short-handed, and eagerly seeking the workers being let out from munitions."

Most of the munition factories are either continuing, temporarily, or recasting their production to a peace basis—retaining most of their employes. It seems sure that Canada will have no unemployment problem this winter; for the catching up of back orders in nearly all peace lines will absorb all free labor willing to work at regular rates. The mines of Canada are impatiently awaiting the freeing of labor, and our other great natural industries are also in the market for help.

Of course, the triple disturbers—war, peace and the "flu"—have caught us as they have others. Yet, despite all this, we are still maintaining our standard of quality in all lines and executing orders with promptness and despatch.

In fact, we are ready to serve you right now.

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MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED

If interested tear out this page and place with letters to be answered.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VIII. TORONTO, DECEMBER, 1918 No. 12

MEN AND WORK PLENTIFUL—GOODS SCARCE

Already Signs of Bumper Business Are Evident—Men Soon Expected Back From Front by Thousands, When Big Buying Will be Done—Canada's Industrial Condition Strong

ALREADY the semaphore seems set for full speed ahead in the men's wear trade. In the coming two years at least there will be more goods purchased from men's wear merchants than in past seasons. The goods will be at greatly advanced prices over pre-war days, and the number of merchants to distribute these goods to the men and boys of Canada will be very considerably fewer than those who were in business when the debacle occurred in Europe.

These coming days are big with promise. Opportunity is knocking at the door. The tide has come in, which, taken at the flood, will lead on to fortune. But opportunity must be met at the door, and the tide must be properly used. Surely, surely, at this time it behooves all connected with this trade to study business conditions—the mental attitudes, even, which exert their influence on business conditions—as these were never studied before.

LAST month, in writing of trade under future conditions, there was doubt as to what these conditions would be. It was not then known whether peace would come soon or late. Now all that is changed. Peace is not yet here, it is true. There are days of grave anxiety ahead; but peace is coming and hostilities have ceased. Nor does it seem possible that hostilities will be again resumed. Hindenburg states that any renewal of the conflict is impossible in view of the armistice terms. What Hindenburg says means little, but now, when we know the German fleet has at last come out—only to surrender to dare-devil Dave Beatty; now, when we realize that Allied ships are sailing for Kiel and Wilhelmshaven; now, when the mines of Lorraine—from which the Germans secured eighty per cent. of their iron—are again in French hands; now, when we learn of the equipment, the munitions and the general army supplies taken from the Germans under the terms of armistice, we must realize that a renewal of battle is out of the question.

It is true a large army will need to be held ready; that Germany may require to be protected against herself, as it seems possible may be the case in Russia; but hostilities on any large scale will not be renewed, and our soldiers will soon be coming back from Europe.

SOLDIERS are, indeed, already returning to Canada, though in limited numbers. It is announced, however, that at the rate of 10,000 a month they will soon return; and it is further indicated that they will be brought back with judgment—that men will be given precedence, to some extent, according to trades—the most useful ones first; that they will be brought to the districts they select. Canada is arbitrarily divided for the purpose into 21 districts and each returning man will be advised of industrial conditions in those districts. He will then be in a position to judge where he most readily and most profitably will find employment.

The return of these men to Canada—ten thousand or more of them a month—is full of meaning to the men's wear trade. Each man will receive, on discharge, his dressing allowance of $35.00. Each man will have—through back pay—many dollars to add to this. It will be a full equipment of clothing he will want. It will be the store which has these goods to offer, and which goes after the returning man's business, as it is worth going after, which will reap the greatest benefit from these large orders—which will reap the great benefit of getting these returned men as regular customers.

Nor are the men from overseas all. From Canada men are already being discharged, and other men, who expected to be called, and so adopted a policy of retrenchment, are made aware that they will not be taken from civilian life. From such big business is to be expected; from the vast army of men also, who, during these dark days, have spent sparingly for apparel, feeling anything above the bare necessities was unjustifiable self-gratification.

MORE and more, as days go by, does it seem certain men are to be profitably employed. With Europe in rags and almost starving, Canada must produce for Europe. Food is needed. An additional order for one million pounds of bacon has just been placed here for the British government with one Ontario packing house. Practically our entire exportable margin of flour has already been bought up. Clothing, too, is needed. In the last three weeks Canada has shipped 200,000 suits of underwear and 30,000 overcoats to Siberia. Small orders these, but they may well grow to great proportions. Siberia's need is particularly great and, except Japan, Canada is the nearest country to Vladivostok.

All these activities mean labor. Moreover, the remarks of some who speak with authority make it more than ever clear that labor is to remain in great demand.

Sir Thos. White has stated that huge orders for steel and other Canadian products can, and will, be secured from Europe if Canada puts herself in position to finance these purchases. Canada's answer was a $670,000,000 subscription to the Victory Loan where $300,000,000 was asked.

Speaking at Brantford, on the eve of his departure for Europe where he will act practically as Canada's sales manager, Lloyd Harris said: "If you can arrange to give some credit on the purchases I can get the orders from Europe." Fresh from securing $250,000,000 worth of orders from Washington, Mr. Harris' statement carries particular weight. The credit facilities have, through the Victory Loan, been arranged here and we may confidently expect the foreign orders to pile in. Indeed, as indicated some paragraphs back, they have already commenced.

Still other agencies are seeking orders in Europe. MEN'S WEAR REVIEW understands the United Woolen Men of Canada are on the point of sending over a representative to secure for them orders which will enable their further expansion.

All this gives assurance not only of labor for workers now here—but of labor, and to spare, for those who are so shortly to return to Canada.

The cry of the coming years seems certain to be for helpers, and the full pay envelopes which will result should make business hum.

Read the words of a woolen man who had been asked what he thought of prospects:—

"There are wonderful prospects in sight, and with all a scarcity of goods. Goods are now scarcer than at any time during the war. Wool is entirely under governmental control at a fixed price. Canadian mills are 90 per cent. on government work until July, 1919, and the soldier has to be clothed, shod and fed until he leaves the colors.

"For these and other reasons not herein stated, we have the most optimistic feeling regarding trade and present stock values. The merchant who has the goods will share in this wonderful opportunity. We are buying all desirable fabrics we can lay our hands on, both here and in Great Britain, but unfortunately the supply of cloth is very limited and unless some great change occurs we anticipate a larger business for the present year to beat all records. To participate in this revival of the clothing trade we must have courage to hold on and continue buying all desirable goods. There is no chance of prices sinking to old levels for many years."

THIS question of prices is a huge one, and is dealt with, in some phase, on almost every page of this issue. Speaking generally, it may be said the world need for all raw materials is so tremendous, and the reserve supply of both raw materials and finished product so nearly exhausted, that there seems every likelihood of higher prices in some lines, and high prices in all. The downward curve will not start for months, and it seems certain the arc will be very gradual when it does set in. Nor is it likely ever to touch the level of pre-war prices.

Goods are almost certain to be scarce. In the past Canada has been particularly favored. The soldiers who went from here did more than win battles. They won for Canada ship room. Boats were needed to take from Canada soldiers, munitions and food. These boats brought to Canada many products needed, among others cloths and wool. Now the tendency will be just the other way, the boats will bring us soldiers, they will take away our products. For cloths, wool, etc., we will now be on no better footing than many other countries. We will have to go on the market and bid for what we need, and the bidding is certain to be keen. South America, which has always been a big user of fine cloth, has had little for the last two years. So with Sweden and South Africa. These peoples will want materials and will bid eagerly, especially since they will realize that what they buy now they can hardly receive before six or nine months at the earliest.

A CONCRETE CASE; THIS IS THE SPIRIT!

It was in talking to a manufacturer whose interests are widely separated from the men's wear trade, that a representative of MEN'S WEAR REVIEW got a glimpse of the spirit of relief which will do its part to make the men's wear business of 1919 big. This man's expression of opinion represents a condition of mind that is general. Assuredly it spells "big business" for the retailer out to take advantage of the opportunities.

He said in part: "Concerning the future of Canada there is no doubt in my mind as to what will happen. We are in for a long era of prosperity. Our opportunities are innumerable, only waiting to be developed. Perhaps my own feelings are best expressed when I say that I am going down town to buy an overcoat—I have been putting it off for some time and probably would have made my old one do had the war continued. Another thing I'm going to buy is a pair of boots—these might have lasted until January but I want them now and both these items will be bought this month. The war is over—I feel confident of the future—I feel free to buy."

LOTS OF CUSTOMERS FOR YOU

When the sound of the steam riveter, the boiler maker, the carpenter the moulder hall be heard in the land; when the farmer is busy and prosperous; then shall the merchants of that land prosper.

There is work for all here in Canada as the above collection of help wanted advertisements taken from one day's papers during the last week indicates.

THIS necessary delay from the time an order is placed until the goods are received is worthy of consideration. It means many operations are necessary to turn out the product. That means labor, and labor—for us in Canada—will make business brisk.

During the past few weeks Englishmen have been visiting Canadian mills to the end of purchasing wood—pine, spruce, oak and cedar seems what they want and from what is learned they want this first that houses—perhaps Lloyd George's workingmen's homes—may be built in England; they want the heavy woods to repair motor trucks, public works, etc.; and the cedar they want, of course, for railway ties. The demand for ties is huge.

All this means labor. It matters little whether the purchases of these Englishmen—and of the others who will doubtless follow—are of wood now in stock or not. Stocks are very low by reason of the war and if they are made lower there must be a rush back to the bush to get timber out. Indeed this rush has already set in. Mills are now making

great efforts to get in axemen, sawmen, swampers, that they may get off to an early start and be able to meet, in part at least, the big demand they see coming.

The necessary delay in securing production of wood and all other lines comes at a time when the world buyers are particularly eager. Sometimes people have wondered, will these plants that went into munitions be able to turn back to their old lines; will they find buyers for the old lines?

Why many of them never lost the buyers. All they lost was the means of satisfying the buyers' needs. They couldn't ship agricultural implements because of boat shortage, because of the skulking subs; but the need for these, and other goods existed, and now, after four years of starving, it is a clamoring need.

Thomas Findley, president and general manager of the Massey-Harris Company, feels the truth of this for he has stated that his firm will employ—when they can get them—one-third more men in the Toronto and Brantford plants than they have employed during the war.

With labor employed at good wages, with prices of agricultural products high, as is justified by the excessive demand, what can be in store but good days for the men's wear trade? But goods seem quite likely to be scarce. Europe has got to such a pass that the countries cannot now look after their own needs. It will be some seasons before their crops get back to normal. It will be some seasons before their mercantile production reaches anything approaching a pre-war basis. In the meantime Canada will be called upon for food, for clothing. The call will help make for prosperity, but it will cause clothing and all apparel to be scarce.

RETURNING SOLDIERS HAVE $16,000,000 IN BANK

WORD has been given out that Canadian soldiers now overseas have in the form of back pay over $16,000,000 waiting for them in the Canadian banks.

It is not hard to see just what this means for the men's wear trade. Perhaps the meaning can be brought very clearly home by instancing one case of a soldier who just got back from the front. This man was unmarried. When he was mustered out he received, as do all returned men, $35 as a dressing allowance. He had in the bank—and his pay had only been that of a Corporal—over $750.

A young unmarried man who has been in uniform for many weary months has one natural tendency when he comes into such a sum of money—he buys a complete outfit of clothing. It was this that the Corporal did. It is just this that many thousands of other men will do—that many are already doing indeed.

RETURNING SOLDIERS MAKE CASH REGISTER JINGLE

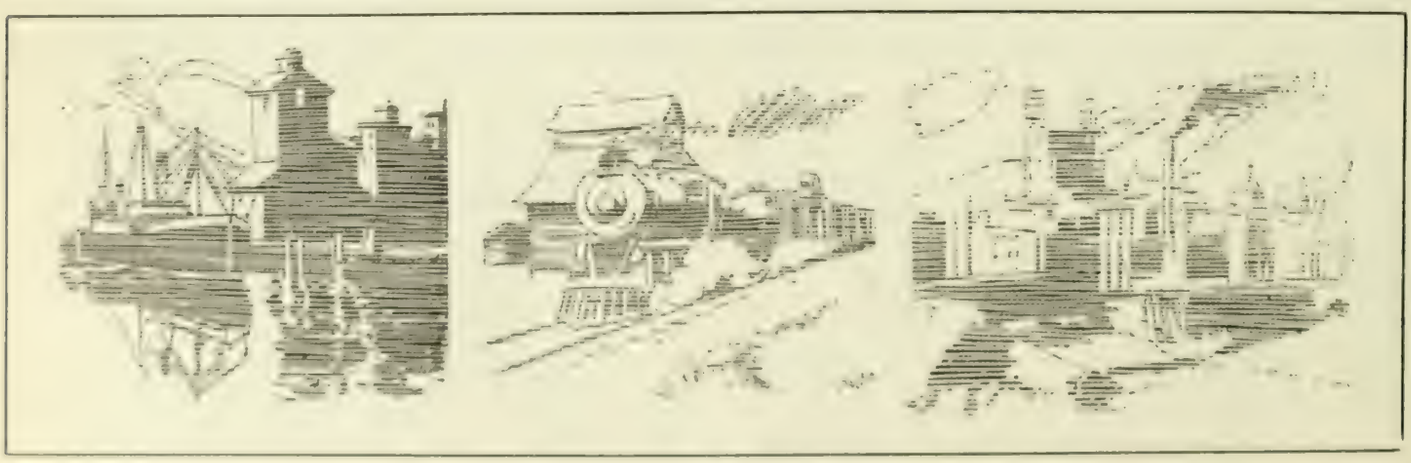
What the return of the 300,000 Canadian soldiers now overseas is going to mean to the Canadian men's wear trade is already being evidenced by the purchases of those soldiers already returning.

Two cases have come to the attention of MEN'S WEAR REVIEW within the last week. In Goderich, Ont., a returned man walked into one of the men's wear stores and purchased goods totalling in value $65. He had not at that time completed his outfit.

In Toronto, one of the downtown merchants was visited in one day by six returned soldiers. The smallest bill of goods he sold to any one of these six was $95. Turning to one of his assistants after the sixth soldier had gone out, this retailer said:

"I can see right now that I will have to get a much bigger stock for Spring than I had dreamed of. I will have to go off on a buying trip at once."

The men being released now are comparatively few in number. When the thousands commence returning from Europe the demand should be something which will delight the heart of the retailer.



200,000 SUITS UNDERWEAR FOR SIBERIA

British Government Buys Stock Off Wholesalers' Shelves Through War Purchasing Board —May be More Orders Coming

ACTING upon a hurry-up call from the British government the Canadian Department of Militia purchased, early in the month, between 100,000 and 200,000 suits of heavy underwear. These have already been rushed to Ottawa, there bundled and sent to Vancouver, from whence they are being shipped to Vladivostok, Siberia.

The purchases were quite largely of ribbed underwear but were not entirely confined to this. From what is learned any good quality underwear of heavy weight offered at what the buyers of the Department of Militia thought made good value were taken.

FOR PROPAGANDA WORK

There is no definite word as to just what this underwear was purchased for, but it seems very clear that it is for propaganda work in Siberia—that this underwear, like the overcoats which were also bought in Canada, is to be distributed by the British authorities in Siberia to relieve some of the suffering there, and at the same time to establish in the minds of the troubled population the feeling that the British are there for the good of the country.

That this underwear is to be used by the British for such propaganda work is indicated among other things by a remark dropped by one of the buyers. This government buyer was showing some of the underwear he had purchased to a very well informed underwear man. This underwear man, thinking that the suits were to be used by the Canadian Siberian Expedition, said:

"It is pretty rough stuff for our Canadian boys who are used to a fine garment."

"Don't worry about that," replied the Militia Department buyer, "the men who are going to wear this underwear have been wearing burlap and gunnysack."

PERHAPS ONLY FIRST OF MANY ORDERS

Knowing what conditions have been in Russia the Canadian manufacturer took this as meaning that the goods were certainly to be handed out to the Russians—whether they are to be sold or given absolutely free is a matter which is not certain at this writing.

There seems a possibility—as with overcoats, so here, many think it is a probability that this will be but the first of many orders. To begin with, the Canadian mills make just what the Russians in Siberia would require in the way of underwear. Then the distance from here to Vladivostok is, as was pointed out in another article, comparatively short. There is the added fact that some buying of this heavy underwear is now being done in Canada by the United States Government. It is pretty hard to figure why the United States want to buy this class of goods in Canada, unless it is taken for granted that this is for shipping from a Canadian port to some outside country, probably Siberia. Buying underwear in Canada, and taking it into the United States at the tariff of 25 per cent., would make a very high price for sale on the American market or for use by American troops. Students of the market, therefore, consider it a fair assumption that the purchases in Canada by the U.S. indicates that these goods will be sent to Siberia.

HAS REDUCED STOCKS

The United States purchases here are so far comparatively small and are to be made up. The purchases by the Department of Militia for the British Government, on the other hand, were for immediate shipment, and the goods were taken largely off the shelves of wholesalers. As a result, the stock of wholesalers in heavy underwear is now exceedingly low, and owing to the sales of last year the stock on the retailer's shelves is not anything like as heavy as the end of 1917.

CANADIAN-MADE OVERCOATS ON WAY TO SIBERIA

Over 30,000 Purchased by Department of Militia for the British Government During Past Few Weeks—Is This Only an Opening Order?—The Effect on Canada's Retail Trade

OVER 30,000 civilian overcoats have, during the past few weeks, been purchased by the Department of Militia from the Canadian wholesalers and manufacturers. There seems some reason to expect that this will be the first of a series of orders, and if such proves to be the case, the overcoat situation for the Fall and Winter of 1919-1920 will be very serious. Retailers will need good stocks on hand. It would seem indeed that even those who have good supplies now would be well advised to consider whether they cannot add to these more advantageously at present than will be possible at a later date.

BRITAIN THE BUYER

A certain amount of mystery exists as to the reason for the purchase of these civilian overcoats by the Department of Militia, but MEN'S WEAR REVIEW is in a position to say definitely that they were

purchased by the Department of Militia at the request and for the account of the British Government. They were purchased to be shipped to Siberia. So much is certain. There seems no positive knowledge as to just what the overcoats are to be used for when they reach Siberia, but the understanding is that they are to be distributed at the direction of the British authorities who are now there. In other words, it would appear that these Canadian overcoats are to be used in the propaganda work which the British, and the other Allies, are apparently undertaking in Siberia. They will be given, or sold at very low prices, to the people of Siberia who are in great need of clothing at the present time.

AVERAGE OF $22.50 PAID

These overcoats were bought in a great hurry. Representatives from the Department of Militia went to the manufacturers and purchased practically everything suitable they had at hand. The manufacturers had little choice in the matter. If the Government authorities saw what they wanted, the manufacturers had to sell. It is understood that he did not have to sell goods which he had made up for order, but any which he had made up in view of a probable demand, had to go if the Department wanted them.

The prices paid for the overcoats varied considerably. It is stated that for a few coats as high as $45 was paid, but the average was about $22.50 per overcoat.

ARE FURTHER ORDERS COMING?

30,000 overcoats, while a very considerable quantity, would not mean a great deal under ordinary circumstances to the Canadian trade. It would not, for instance, tend to make overcoats scarce. Just at present, however, when the Canadian cloth mills, upon whom manufacturers have been depending since the commencement of war for practically 90 per cent. of their overcoatings, are loaded up with Government orders which will keep them busy practically until July, 1919. This great reduction in the stock of the manufacturers is of importance. It is of greater importance as indicating the possibility—some good authorities say the probability—of further orders. Canada is in an exceedingly favorable position as regards Siberia. From our Pacific coast to Vladivostok, the great Siberian port, is comparatively speaking, a short sail. If, therefore, the British Government is going to buy any quantity of clothing to send to Siberia—and this does seem very probable—it would be quicker and perhaps in the long run cheaper, to purchase these in Canada and have them shipped from our Pacific ports. The further developments along this line will be very eagerly watched.

NO MORE MILITARY OVERCOATING ORDERED

Rumors got about that the Department of Militia and defence had placed a further order for a million yards of khaki overcoating. Such an order would have tied the Canadian cloth mills up for practically the whole of 1919 and would put the overcoat situation in an even worse way than it is at present. Investigations, however, prove that the rumor is not well founded. There will be no further orders for military overcoating as far as can be learned.

Some difference of opinion exists as to how largely the Canadian mills are employed upon this Government business. It has been stated that only one-third of the total capacity of these mills is so employed. Those who have gone into the matter more carefully, however, and who have been endeavoring to purchase from the mills, are firmly of the opinion that practically the entire capacity of these mills is employed on this Government work and will be so employed until the end of June, unless the Government cancels some of the orders it has placed.

Should this action take place, cloth for the winter of 1919-1920 will be scarce.

There are fair supplies of overcoatings in the hands of manufacturers, but not enough to meet the normal demand of the next winter season. There seems little chance of the clothing manufacturers building up their stocks as much as they would like in this line, and in any event what they get will be at high prices. Fortunately the retailers are pretty well stocked with overcoatings, but many believe they would do well to bear in mind not only the present season, but the season of 1919-1920, for overcoats which can be carried over until then will unquestionably yield a handsome profit. Moreover, the demand of 1919-1920, when the big business from the returning soldiers will be felt, should be very great.

SAY RETURNED MEN RECEIVE ORDERS ON STORE INSTEAD OF CASH

ARE the returned soldiers, whose homes are in your town, getting the $35 upon their discharge to which they are entitled, or are they receiving an order upon some store? The regulation is clear. The returned soldier should receive $35 to assist him in buying his civilian outfit. The contention is now made by merchants in Strathroy, St. Thomas, Woodstock, that the returned soldier has not always been getting what was due him in cash or government cheque, but has sometimes been getting an order upon some merchant for $35 worth of goods.

In other words the contention is that some one in the military district has been keeping the money to which these returned men were entitled as a dressing allowance, and has been giving in its place an order for $35 worth of goods upon some store. That there is any collusion between some man in the department and the merchant who has the order given in favor of his store, is not said. There is no proof of this. The great point is that the privilege of buying his clothing where he wants is denied to the returned man, and any such giving of orders upon stores instead of the actual money is, of course, against the interest of the merchants as a whole.

Upon being consulted about this matter high military authorities in Toronto have stated that it is absolutely against the regulations for any member of the Military Department to give an order upon a store to a returned soldier in lieu of the $35 dressing allowance. The matter has now been put in the hands of the officials at Ottawa. The Retail Merchants' Association having sent on there all communications dealing with the supposed irregularity. As a result of this action it is hoped that definite word will be sent out which will make it so clear to all who have this work of discharging soldiers in hand, that there will be no continuance of such a practice if there have been such cases in the past.

There are going to be thousands of returned men come back very shortly. There is room in any such giving of orders on stores instead of cash, for considerable graft. There is room for great disadvantage to the men's wear merchants as a whole and for great disadvantage to the returned man. Because of all these things the situation should be made very clear now.

MEN'S WEAR REVIEW'S representative at Ottawa will take this matter up with the authorities and full information regarding proceedings will appear in our next issue.

$35.00 CLOTHING ALLOWANCE INADEQUATE

The Returned Soldier Can Buy Little More Than Suit for That Sum Now — Disinterested Parties Now Urging Increased Allowance—General Action Needed

EVERY men's wear merchant knows how inadequate is a sum like $35.00 to cover the cost of a returned soldier's civilian outfit. After the fight made to secure the making of this allowance to the returned men, in place of their receiving the Government distribution of "hand me downs," men's wear merchants have felt a little like letting this matter stand. But now the total inadequacy of the allowance is being brought out by entirely disinterested parties, as in the following letter to the Toronto *Globe*:

In your issue recently you give the provisions now being made for soldiers about to receive their "honorable discharge." One item must strike the public as the very quintessence of economy. "On discharge every soldier who has donned the uniform will also receive $35, which is intended to provide for the purchase of civilian clothing."

Now, sir, let the gentlemen who settle this amount for the outfit of a discharged soldier think of the cost of their own clothes and ask what kind of a suit of clothes they could buy to-day for that sum of money. There is a pretty general feeling among returned men that the "powers that be" have but small consideration for the returned man. The very least should be the sum of $50, and that would not be sufficient to provide an overcoat. Are we to be compelled to fight the Hun methods in Canada as our men fought the Hun overseas?

J. C. SPEERS.

Westmoreland Methodist Church, Toronto.

Right now, before the big rush of returned men commences, this matter of increasing the dressing allowance granted discharged soldiers should be taken up with the Government. All Government officials receiving less than $1,800 a year have had war bonuses. Since the war started, there has been no increase in the pay of soldiers, but now that the war is over—recognizing the same increased cost of clothing, which made desirable a bonus to civil servants—surely the Government should consider favorably an increase in the dressing allowance granted men when discharged.

There need be no fear of unfairness. The Government knows where the men already discharged are located. The increase could be dated back to apply for all discharged during 1918.

Representations to this effect should be made at once. MEN'S WEAR REVIEW from this office, and through its Ottawa representative, do all possible; but merchants themselves, in all parts of Canada, should make their presentations either to Ottawa or to their local member.

BOOSTING YOUR COMPETITOR

IT was only the other day that a buyer came into a manufacturing concern to look over the products displayed in the show-rooms.

After one of the head salesmen had talked to this buyer for some time he was impressed with the knowledge the buyer had of the factory's products and, expressing his surprise, received this startling answer:

"Why," said the buyer, "I never heard of your house until two hours ago, but before I came in I knew a good deal about it and everything I knew I had been told by your opposition."

"I came to the city requiring certain goods and expected to buy them off this competitor of yours. I went out to his plant and was looking over his products when he brought out your catalogue and used it continually, saying to me, 'Now this is better than——product for this reason. Now this is a good deal cheaper than——product,' etc.

It struck me that if the man I had intended to buy from was so intent upon pointing out where their goods excelled yours, that you must be leaders in your field, so I left the plant I had first visited without making any purchases and came down here. I find my suspicion was correct—that you have much the better goods and therefore I am giving you the order."

It is not hard to find the moral in this story, which is not only true as related above, but which has occurred in a somewhat similar way many times. Talking about a competitor's lines in a disparaging way, or indeed in any way, is advertising the competitor's business. It does not matter whether this is done by a retailer, wholesaler or manufacturer.

Photo—Courtesy of Jones Bros.

The shirt department in this store is very large. Here the system of keeping the shirts is shown. At right, reflecting the other side of the store, is the mirrored door leading to hall behind the case, which gives entrance to the windows.

EASY TO SERVE CUSTOMERS IN NEW BRASS STORE

Splendid Fixtures Result in Stock Being Visible and Always Handy—How Interior Fixtures Work—Windows of Great Value and Worked to Limit—This the Third Brass Store Seems to Help Other Two

IT is the proud boast of John Brass that the firm possess great buying power. To secure a little more of the selling power which should go hand in hand with the other giant, this concern has recently opened its third store in Toronto—its third store within a stretch of three blocks on Yonge Street.

At first sight the move seemed a daring one, and an inspection of the new store at the corner of Adelaide and Yonge streets makes it very evident that it is a move which required the wrapping up of considerable capital. The new store is perhaps without a peer for appearance and usefulness, taking into consideration the class of goods which are to be sold. This is a furnishing store. Clothing finds no place in it at all and so large clothing fixtures of every kind are conspicuous only by their absence.

Optimism Here

To establish a third store, within such a short distance in the one city, at the end of four years and before peace seemed within striking distance—for the plans were all out and the work underway very considerably before there was any serious talk of an armistice—indicates the success of the business during the war period, and an optimism for the future which surely will cause "cow-ard croakers" to blush. Moreover, according to what Mr. Brass, Jr., says, the new store is already more than justifying the expansion. Business in the short time it has been operating has been exceedingly good, and what is almost more satisfactory is that this business is very evidently not business which has been taken from either of the other two Brass stores. Since the new store opened some four or five weeks ago—in spite of this being a period during which the "flu" had some effect on business—the turnover in the two older stores has shown an increase over the corresponding period of last year, and the business in the new store has been all that could be desired—more than had been expected.

More Room Needed

Speaking generally, this third store was opened because John Brass felt the need of more room to display goods, and more room to sell goods. The new store has six splendid windows. The window trimmer is busy practically all the time upon these, and every section of every window—as a general rule there are two sections to the window—is arranged afresh every week. Sometimes changes are made more often than this. It depends entirely what goods the weather conditions make particularly saleable. If a change of weather coming suddenly makes one line in greater demand than a line which is in the

window, that window will be changed no matter how long it has been in—if it has only been in a few hours.

The Store's Trade Mark

A striking feature of the store exterior is two big glass signs displayed between the windows on the Adelaide St. side. These have the big figures of the Giant Buying Power in gold, and some information about the store policy. These are oustanding designs and make practically the whole Adelaide side of the store a big show window, divided into not four but six parts.

These windows, from the inside as well as the outside, would be the delight of trimmers. They have been made fairly deep—deeper than Mr. Brass had at first intended—and between each side window there is a little hall which is formed by the shirt cases, of which mention will be made later. The entrance to each window is at the end of this little hall. This makes it very easy for the trimmer to get into the windows, and gives him always a place in which to keep the trimming fixtures so that these will never be cluttering up the store and so that they will always be at hand when wanted.

Waste Motion Abolished

The interior of this splendid new store is quite well depicted in the accompanying illustration. The whole store arrangement is such as to make possible the greatest customer service with the limited selling staff to which the men's wear trade have been reduced during the war days, and to which it will unquestionably remain reduced for some considerable time. Waste motion is reduced to the minimum by the design and by all the fixtures. There is no wasted space, and larger stocks can be carried in less room than would be possible with any less complete arrangement.

Changes May Be Easily Made

The new way unit system has been used throughout this store, so that if at any later date an even better arrangement can be developed, as the result of experience in actual operation, the change can easily be made, for units are interchangeable. Should a still larger stock be necessary at a later date, expansion could also be made by the addition of some units.

Interior Described

Entering the store at Yonge St. door one is immediately attracted by the magnificent shirt fixture on the right hand side, this consisting of units 4 ft. long with lift-up glass doors behind which the garments are kept in trays. The stock, as it comes into the store, is all moved from the individual boxes and arranged on these trays, so that the salesman may show dozens of garments in a few seconds. A full dozen styles may be removed from the unit as quickly as a box containing one style can be removed from the old shelving. It is in ways like this that the efficiency of the salesman is so greatly increased. His

Photo Courtesy of Jones Bros.

The collar department on the left of this beautiful store. The unit system of shelving is to be noted—also the glove units behind the second show case.

time can be given to selling goods not to hunting up the goods.

Near the rear of the store is a magnificent set of units similar to the shirt section, but given over to underwear and to woolen garments. On the top of this an imposing display section in which units of shirts, collars and neckwear, were displayed when the accompanying pictures were taken.

Elevated Office at Rear

This display section acts as the front of the office, which is in a mezzanine story directly at the rear of the store. From it a splendid view of the whole floor may be secured, and on rush days this is a point of vantage which must be of great value to the store manager who wants to see that none of the customers are neglected.

At the left of the store are stacks of units for each line of merchandise apart from shirts and underwear. Nearly everything is under glass, even the open shelving having been so arranged that it may be altered into the closed unit at will. As the shelving now stands it is of the unit system and can be interchanged as desired.

Merchants who are contemplating changes in their store would be interested in the glove and hosiery section. Here samples are displayed in glass fronted drawers, while the stock, according to size, is behind. This again enables the customer to see the class of goods which he wants, to indicate this to the clerk, and to get the stock such as he wants from the clerk without any delay.

Soft Collars in Huge Demand

On the right-hand side of the store there are no counters or show cases which can be used for counters; on the left, however, are some show cases of the all glass type, fully equipped for each department. The show case right near the door has a glass tray inside upon which are arranged a fine assortment of soft collars, which Mr. Brass finds in tremendous demand at the present time. He says he believes that in this new store 90 per cent. of the collars sold are of the soft collar variety. Of course stiff collars are also played up. They are also displayed in a fine fixture which hangs outside between two of the windows on the Adelaide St. side of the store. But for the time being at least it is the soft collar which is in demand and is selling at pretty nearly all prices.

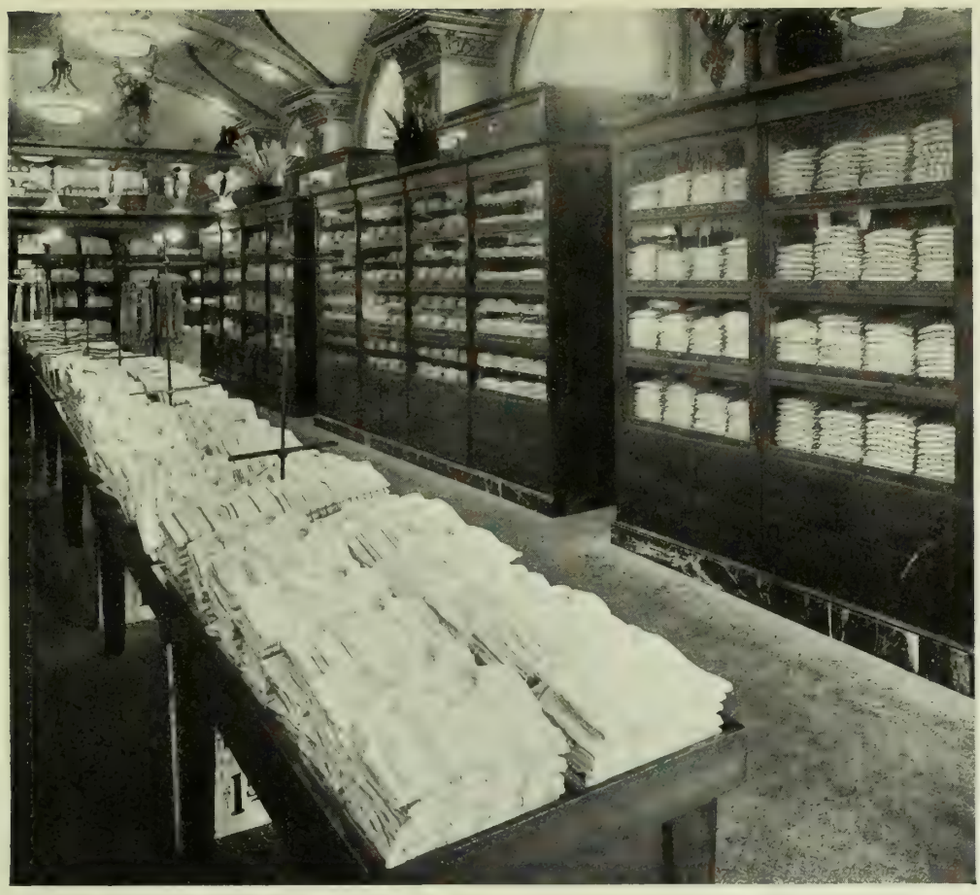
The store of Brass & Co. is one where special sales are frequent, and this point has been borne in mind in equipping this new store.

It was with the idea of the special sales in mind that a row of tables were built for the centre of the store. Upon these, in divisions, the various classes of goods are piled. They are handy for customers and by reason of construction of the special sections are kept neat.

All classes of furnishings are to be had in this fine new store, but its outstanding feature is the Shirt Department. The magnificent equipment of this enables over 1,000 dozen shirts being displayed to the view of the customer. These are sold direct from the fixtures, rests provided by ingenious slides forming sales tables for the section as it is pulled out. The shirts are of wide range as to value and material, but they are all visible and may be handled without delay. The claim is that four sales people can do the work of six in this new Brass store. That certainly seems what they were doing when

Photo—Courtesy of Jones Bros.

Here is shown the underwear section at the rear of the Brass store, and at the top, the end show case which forms the railing of the mezzanine floor.



Another view of the Brass shirt dept. sho wing use made of sales tables.

the writer was talking to Mr. Brass. It was not a Saturday, but the activity was marked.

Splendid Lighting Fixtures

Beautiful lighting fixtures brighten the store inside and give a splendid light in the windows which will be of great value now that the restructons are taken off. The interior lighting fixtures will be seen in some of the illustrations. The wall decorations and the ceilings are very beautiful, and the decorations here are made even more attractive by the use of palms and flowers on some of the fixtures.

This is a store which was planned during the days of war for the days of peace. It will have to be numbered as one of the most attractive men's wear stores in Canada, and there are getting to be quite a number of really splepndid stores in this country—stores which will take a second place to practically nothing in the bigger country to the South. This is a store which would repay a visit from all out-of-town merchants, and they will be sure of a hearty handshake from Mr. Brass, Jr., who, though kept pretty busy with the three stores, finds time for a cheerful word with a large number of people.

SMALLER PRODUCTION

Here is a letter received by one of the big Canadian clothing houses which indicates rather clearly what turn cloth prices are to take:

"Gentlemen: Fifty seven per cent. of all looms in the United States wider than 50 inches are on war orders. Nearly twenty per cent. are idle on account of inability to secure wool for civilian purposes with no positive assurance of relief in sight.

Conserve all wool cloth and buy substitutes and anticipate your requirements. Shipping is going to be extremely difficult this fall."

CLOTHING TRAVELLER DIES

George E. Walker, of the travelling staff of Wm. R. Johnston & Co., succumbed to pneumonia which followed influenza when on his usual trip to the Maritimes. Mr. Walker was formerly connected with Manchester Robertson Allison, Limited, of St. John, and was widely known and equally widely respected to the trade in the Maritimes. In Toronto his loss will be keenly felt.

STRAW HAT RESTRICTIONS ARE NOW WITHDRAWN

The United States Government has lifted its restrictions on styles of men's straw hats. The change comes a little late to effect straws for the summer of 1919. Samples are already made up and some orders taken. A few new styles may now be thrown in, but speaking broadly it seems shapes will be about as outlined by the United States Government and as followed largely by Canadian makers.

There may be some change in the trimmings, however, as result of the lifted restrictions.

HOW PRICES JUMP

It pays to act quickly these days.

A buyer came into a manufacturer's show room recently and looked at some silk and wool socks. Asking a price he was quoted $11.00 a dozen.

"Why," he said, "I'll never buy if I have to pay that."

It was towards the end of the same month that the same buyer came into the same manufacturer's show rooms and said to the same salesman:

"Have you got any of those silk and wool socks left?"

"Yes," answered the salesman, "but they are being made of wool and of silk which have come to hand since we last quoted you, and the price now is $14.00 a dozen."

"Well," said the buyer, "I guess I'll have to have them anyway," and he placed a large sized order.

PRICE MAINTENANCE PERMITTED

At Norfolk, Va., United States Federal Judge Waddill has dismissed an indictment recently returned against Colgate & Co., for alleged violation of the Sherman law.

Judge Waddill sustained the demurrer of Colgate & Co., that a manufacturer, provided he is not in conspiracy with other manufacturers of similar products, has the right to fix and enforce the maintenance of reasonable prices, and that such a manufacturer is violating no law in refusing to sell again to a retailer who fails or refuses to maintain such a fixed price. Price cutting demoralizes business ,the court asserted.

BIG "ENGLANDER" DIES

It is with extreme regret that we have to announce the death on October 30th at Mumbles, Glamorganshire, of Mr. Henry Turner, who was for 46 years connected with Messrs. Richard Haworth & Company, Limited, Manchester, commencing in the year 1872 as office boy, eventually taking charge of the offices at the mills in Salford, and lated making several journeys abroad—two to India, United States, South Africa and Australasia. In March, 1898, he took charge of the Colonial trade in London, where, with the exception of two years spent in assisting the management of the old warehouse in High Street, he remained until he retired from active service in December, 1914.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN.

VOL. 8 DECEMBER, 1918 No. 12

IT IS about time.

* * *

LIGHT at last for the Ontario store windows.

* * *

A GENUINE Victory Loan this last one, $300,000,000 asked, $500,000,000 hoped for, over $670,000,000 secured—and that from a population of less than 8,000,000. Surely, as St. Paul said: "We are citizens of no mean city."

* * *

LOOK at the "Male Help Wanted" advertisements in the big Canadian papers—indeed in the papers from all parts of Canada. These should stiffen the spine of any men's wear merchant who is doubtful of the future buying power of his probable customers.

* * *

MERCHANTS generally were content to forego the use of light for windows if this would really help win the war, but to see power sold to industries of considerably less importance than the retail system of distribution, was pretty hard to bear. No wonder protests have been pouring into the Power Controller's office these last few weeks.

MERRY CHRISTMAS, INDEED

NOW for all possible Christmas business.

Perhaps for the last time Christmas presents have been sent to the boys overseas and in many parcels men's wear lines found a prominent place. Now for the regular Christmas business. The war is over but the need for thrift is not. People generally feel ready to spend more, but they realize that spending should be to get value. All realize, moreover, that wearing apparel will be particularly appreciated this year when people want to brighten up their appearance in keeping with their bright outlook on life.

This should be the biggest men's wear Christmas which Canada has ever seen. The lights are back in the window. The light is back in many people's hearts. The opportunity is here but it must be reaped now. A drive on Christmas business must be commenced without delay.

THE PRIZE OF THE VICTORY LOAN

VICTORY carries in its wake its own reward. The stimulus of success is itself the prize. So with the great victory of the Victory Loan the realization of her capabilities is Canada's greatest benefit. If we, a people of only 8,000,000, can, after four long years of war, raise almost seven hundred millions of dollars, of what need we be afraid? All doubt and fear as to Canada's future is buried under the last outpouring of our gold.

This spiritual reward—this confidence which is not conceit—is the big Victory Loan prize. It means further development of Canadian business, it means an aggressive employment of the Victory Loan funds which will carry the argosies of Canadian trade further and further abroad.

There may be yet other loans, for we are undoubtedly to be called upon to extend credit in many directions; we are undoubtedly to be called upon to finance our own forward steps. There need be no fear of future loans. They also will be oversubscribed, for the greatest backers of Canada—excepting only those boys in France—are right here in Canada.

LIGHTED WINDOWS HELP ALL

WHAT a community owes to its merchants has been brought out in one more way since the window lighting restrictions were put into effect. In the big Ontario cities the appearance of the streets—under the new order of things—has been dismal enough: but in the smaller places things have been even worse. In the large centres, more than in those of lesser size, has it been possible to take the backs out of windows and let the cheerful light of the store interior shine through.

Fortunately the window lighting restriction has been lifted. Ontario merchants will heave sighs of relief as a result. Ontario's citizens generally will now have greater delight in their cities and towns. Perhaps more will realize that the merchant in lighting his windows is not only benefiting himself, but is benefiting all.

MEN'S WEAR TRADE HEALTHY

"WHAT condition is the men's wear trade in financially?" was the question put to a large clothing manufacturer last week by MEN'S WEAR REVIEW. The reply in part was a follows: "We have just completed a survey of our outstanding accounts so that our yearly statement, from which the amount of our taxes is compiled, would contain a complete list of all amounts which might be classed as 'doubtful.' The total of these accounts was, in round figures, $700.00, a mere fraction of one per cent. of our business, really not a factor."

There is only one explanation of this: that the men's wear trade is in a mighty healthy condition. The lame ducks have gone by the board, and the

retailers now on the job face a period of prosperity which should enable them to keep their accounts with the manufacturer in excellent shape. They should see to it, too, that their customers make an equally good showing—that "doubtful" list should be brought down to the merest fraction. It can be done—the men's wear merchant who has survived the strain of merchandising in war time can do it. Keep after the "doubtful" ones, Mr. Retailer.

COMBINATIONS IN AID OF TRADE

ONE man may bring discredit on a name—hence Judas, through all the years, has gone without a namesake. One or more men, too, may bring a word into disrepute, and "combination" in a business sense has so fallen under suspicion.

Yet combinations may be, and often are, for the general good. There is now on foot a movement to establish in Canada an association—a combination—of Canadian makers of a certain form of goods. The project grows out of the fact that in the United States such an association has operated for years with resulting benefits to all. Here, a manufacturer who has a machine he does not require lets the other members of the association know. He turns the machine into money and the buyer gets plant which, under existing conditions, he could perhaps secure in no other way. One merchant has a surfeit of certain materials, another is short. They get together and the work of production is made more easy with consequent benefit to all.

Such combines are all good and when any attempt to fix prices in star chamber sessions takes place combinations are an entirely different matter; but to be suspicious of combinations, without cause, is to be suspicious of one of the great factors in the world's progress.

CANADA CAN GET AND FINANCE HER BUSINESS

AT a recent meeting in Brantford, Ont., Lloyd Harris, whose work on the Foreign Trade Commission has been in no small way responsible for the stream of orders pouring in for the Canadian manufacturer, stated emphatically that export business was to be had. That the great problem for the Canadian manufacturer was not whether or no business was available, but rather whether it could be financed. "If you can finance the business you can get it," said Mr. Harris; "but you must be prepared to finance it for some years to come."

Canada's response to the Victory Loan is an ample indication that Canada can finance any business that is presented. The overwhelming way in which the Canadian public reached and passed the great objective set is an outstanding demonstration of this fact. There will be other loans to follow in all probability, but Canada is able to take care of them. And if Mr. Harris is right, and he has been in a position to know, there should be no hindrance to the onward march of Canada's prosperity.

IS YOUR NAME BASCOM SMITH?

"BASCOM SMITH liked his supper promptly at fifteen minutes past six, the fifteen minutes being for thirty years his regular allotment to glance over the day's receipts of the Murratown Leading Grocery Store, lock the store after his two clerks had gone, and then walk, at a deliberate gait, the four blocks east from Main Street to his square, flat-roofed, white house."

Ida M. Evans writes the above as her opening paragraph of her story in a recent issue of the *Saturday Evening Post.*

The story is supposed to be fiction, but is it fiction that this is the procedure of many of the smaller business men? Just imagine, only fifteen minutes to "glance over the day's receipts," lock up the store and walk four blocks at a deliberate gait. In other words, about ten minutes or less devoted to one of the most important parts of the business day, seeing what had been accomplished and planning for the future. Only ten minutes spent in analyzing the problems of ten hours. Only ten minutes to check up receipts and expenses, to examine invoices and make sure that charge accounts were correct. Only ten minutes to attend to the thousand and one little things to which successful merchants devote hours of patient endeavor each week. If this picture of Bascom is correct even in any small details, it contains a lesson that should make many retailers get a whole lot closer to their business than they have been getting.

UNDERWEAR FOR FALL 10 PER CENT. UP

Some Lines Will Advance Further—Goods Have to be Made of Materials Already Purchased by Manufacturers—Belief is That Wool Will Remain High, But For Fall, 1920, There May be a Decline

PRICES for Fall 1919 underwear have not, at the time of writing, been definitely fixed. They will be fixed, however, probably by the end of the first week in December and it is possible now to indicate that these prices will show an advance over those asked for spring lines. Speaking broadly this advance will be about 10 per cent. Any idea that the changed conditions in Europe would bring an immediate fall in prices has to be given over in view of the facts. Nor is it hard to see why higher prices for Fall 1919 should have to be struck. The goods will be made of wool and cotton brought in already and for which a considerable advance in price has been paid. Scoured fine wool for last year, for instance, was bought by one firm at $1.35 per lb. Now it is being secured at a price of from $1.67 up as high as $1.77 per lb. In view of this situation there is absolutely no hope—no possibility of anything but the advance prices outlined.

Some Lines Up More

Some lines, it is learned, are expected to rise much more than 10 per cent. Scotch knits and heavy ribs bought at the present prices will, it is contended, show the merchant a good profit, for these are almost certain to be quoted for the fall at from 20 to 30 per cent. up. The manufacturers are put in a particularly awkward position with these lines for they cannot get prices on noils or on the wool required until it is here. They have to protect themselves and must quote a figure which will enable them to pay the higher price for the noils and the wool which they expect.

A good deal of talk has been going around about the large quantities of wool which are in Canada, the inference being that this would tend to bring prices down. There is a good deal of difference of opinion on this point. It is certain that there were very large quantities of raw wool in Canada at various periods during 1917 and 1918. It is far from certain, however, that there are any great quantties of this raw wool in hand at the present time. Fine yarns fortunately are available but for the coarser ones nothing much now seems at hand.

What About Canadian Stocks?

It is held by some that the wool which came to Canada was of such a variety that it could not be used, that it is still here but is only fit for such work as the making of carpets. Others, however, support this opinion only in so far as to the quality of much of the wool which came to Canada. They say it should not be used for underwear, and under ordinary conditions would have been rejected as absolutely unfit, but that under the compulsion of war conditions many of the mills took these long combings and, putting them through a picking process, broke these up until they could be used as cross-bred wool. While there was a great deal of difficulty with this operation it was successfully carried through. So successfully indeed that the supplies of the rough wool on the market were greatly reduced.

While there are fine yarns on the market these are, of course, being quoted only at very high prices, and anything which is made up from these will have to be charged for at high prices.

When underwear is under consideration another point should be borne in mind, namely that all cotton is not the same. It is fancy cotton which is required for underwear and this is always only a small proportion of the cotton crop. In the last crop it was an exceedingly small portion so that the price for this is now at about 40c as against 32c for the ordinary cotton.

Cotton Expected to Stay High

As far as the cotton phase of underwear making goes, however, this market will depend largely on the law of supply and demand, but as the demand from the central powers seems certain to be great—great enough to fully make up for the lower demand resulting from the great saving from the discontinuance of explosive manufacturing, there is reason to look for cottons to remain high.

Wool, on the other hand, depends not only upon the clip and upon transportation facilities, but upon the demand and upon the action of the British Government which practically controls the world's supply of wool. As far as the demand goes there is a certainty that this will be very great. It is impossible to clothe the huge armies of the recent Armageddon without using a tremendous amount of wool; and in addition to this there is need for rebuilding stocks to something like a before-war basis. The demand, therefore, is sure to be very great and it is reasonable to propose that the British Government who controls the wool to such an extent will keep it at a high price.

Outside Influences

The demand for underwear to be sent to Siberia has some effect on the Canadian situation as is outlined elsewhere. Also the quantity of underwear which will be required by men returning from the front is of importance, as is the fact that the demands for military purposes, and now for shipment to Siberia, have reduced wholesalers' stocks to a very low point. Moreover retailers who were heavily stocked with underwear at the end of 1917 have been buying somewhat more lightly during 1918 and have not anything like as heavy stocks at present.

From what can be learned it would seen that the stocks on the retailers' shelves will be further reduced as a result of the buying of the next few months—they will sell, it is expected, more than they ordered for this season. All this will mean a reserve supply to be built up in Canada.

As to the Future

At this season it is difficult—perhaps unwise—to give forecast on prices beyond one season. For the fall of 1919, that is for goods which will be shown to the wholesale trade in December 1918 and to the retailers after the first of the year, prices are, as has been said, almost certain to be 10 per cent. above those asked for spring lines. There is a feeling that for the succeeding fall—that is for the underwear which will be shown to the trade about January 1920, a reduction in price—though probably a small one, may be possible.

The part of wisdom seems to be to purchase to cover requirements but not to purchase in a speculative way. As one manufacturer stated: "If I were a retailer I would purchase about what I required in normal years. I believe," he said, "that the business of the coming year will be very much larger than normal, but it might be wiser not to consider that in placing orders. This may mean that I would be losing a chance to make money, for underwear may well advance further, but I would be playing it safe, which is best."

CHANGE IN CLOTHING FIRM

The wholesale clothing business of Helleur, Gariepy & Broderick, Montreal, has been purchased by H. Gariepy and F. Frank, two former members of the firm, who in future will carry it on under the name of Helleur, Gariepy & Frank, Regd. Commodious premises have been leased at 234 St. Lawrence Blvd. both for warehousing and manufacturing, and the stock of the old company will be immediately removed there. Mr. Gariepy has had a long experience in the promoting and sales end of the business, whilst Mr. Frank is a practical manufacturer.

NEW SHIRT FIRM

A new shirt firm has started in Montreal under the name of the Essangee Mfg. Co., manufacturing shirts, pyjamas, cloth collars and ladies' shirt waists. Partners in the firm are D. Stein, who has had considerable experience in the selling end with Montreal wholesale houses, and Frank C. Greenleaf, for a number of years factory manager for the Dr. Jaeger Co.

HATS and CAPS

HAT BUSINESS FOR SPRING WILL BE HUGE

No Immediate Relief in Either Prices or Easier Deliveries Seems Possible—For Fall, 1919, Samples of Which Line Will be Shown About March, There is Some Uncertainty—Advance Idea is These Will Hold Steady in Price

THE effect the changed conditions will have upon the hat market is claiming a great deal of attention of the men's wear merchants who handle hats extensively.

For the most part the retailers seem to have the impression that everything they have on order for Spring will be particularly good value. One tendency which is being evidenced is a tendency to plan for big sorting orders. Merchants are already experiencing a flow of business from the returning soldiers, and are appreciating the fact that from the first of the year on there will be very heavy buying by these men.

The larger demand for hats which is certain to come in Canada, is only a small part of the larger demand which is going to exist in all countries of the world. This will mean that a larger production by the hat factories will be necessary without enabling any change in the ratio of demand to supply. The increase of demand over supply indeed seems certain to become greater during the coming few months than it has been even during the year.

There are a number of reasons for this. In the first place felt-making fur is not now in Canada to any large extent. Canadian hat manufacturers who are buying furs in England are being required to send over payment in advance and are being required to get a number of permits to make possible the receipt of the fur. All this causes delay. As far as the New York market goes almost a similar state of affairs exists. There is fur coming forward from New York, but it is coming in spite of the difficulties, and in spite of the high price which results from a New York demand much greater than the New York supply

There will hardly be an immediate betterment of the fur situation. Belgium will not be able to export hair for a long time. and so with France. Australia has the rabbit skins undoubtedly, but ships are going to be in such demand that it will be difficult to get the required supply over from Australia. When this once reaches this continent, or England, it will have to be treated, and it will be a matter of months before the fur is in suitable shape to be blown into the hat felt.

Again, the hat factories of the world have been badly disorganized as a result of the war. Hat making is an industry which requires a long training. Many of the men who had grown up in this industry were called to arms, and they, like so many others, have suffered heavily. Many there are who will not return. Those who are still able to work will almost certainly go back to their old employment, but it will take some time before they can get mustered out of the army and before they can again resume the work of production.

For the Spring there will be no changes in price except that models which are shown for sorting—and it is probably this year that there will be quite a big business in sorting orders—will tend to be higher in price.

For Fall 1919—samples for which will be shown about March—there may be some price changes. It is hard to tell in advance just what these will be. The feeling of some is that there will be another advance here; others seem to hold that the prices will probably remain as for Spring, 1919.

Just how this will be merchants will have some difficulty in estimating, but they may be sure that buying for immediate requirements—that is the requirements of the Spring season—will be absolutely safe.

It is a question if any of us quite realize yet how much bigger the Spring business is going to be than business of the corresponding period of 1918. The sense of relief all are feeling will bring about more buying by those men who have remained at home. The young men who were expecting the call to arms will buy freely, so will the soldiers who have not been out of Canada, also those returning from overseas.

CAPS TO BE HIGHER FOR FALL 1919

These Must be Made of Cloth Which Has Advanced Materially—Difficulty Now in Getting Supplies

IN another four or six weeks cap representatives will be going to the trade with samples for fall 1919 business, and with, probably, some new styles and new materials from which a merchant may sort up his spring caps. There is no reason, however, to expect that these representatives will be taking out caps marked at a cheaper figure than those which the merchant has had shown him within the past two or three months. With cloth remaining high in price and so very scarce, any such decline is out of the question.

It is a little early to definitely state what the prices for fall caps will be but they seem certain to be at a higher figure than was asked for fall caps a year ago. As for caps to be shown for spring sorting, the same state of affairs will hold true. As a rule at least they will be considerably higher in price than the spring caps for which the merchant has been placing orders this fall.

Cloth Cause of Advance

The reason for these higher prices is, as has been indicated, merely that the cloth itself is going up in price. Practically all the cheap cloth which the manufacturer has had as a result of early buying is now used up, and what he has to use for the spring sorting business is new cloth, which, as every men's wear merchant knows, is exceedingly high in price. Linings and all materials are very high and there seems no reason to expect a decline in labor charges.

The caps for fall and winter 1919 are very much affected by the overcoat situation. Elsewhere in this issue are a

Continued on page 42

FROM SHACK TO FINE STORE IN 15 YEARS

Cresswell's Limited, of Regina, Have Had Phenomenal Growth—Factors Which Have Made for Success—Liberal Advertising Has Undoubtedly Helped

HAVE you in stock some Prince Albert coats which you would be glad to move?

Creswell's, Limited of Regina, were conducting a big Special Anniversary Sale this summer when a church convention came to Regina. There were ministers present from all over the diocese and those in charge of the sale—the store's regular staff—saw in this an opportunity of moving a stock of Prince Albert coats. These were marked unusually low, and were brought to the attention of the visiting clergymen. Perhaps no real profit was made on the Prince Alberts, but a dead stock was turned into live money, and many other articles were bought by the ministers who were attracted to the store by the Prince Alberts, which are still leaders for them though fallen into considerable disfavor with others.

Store on Terms of Intimacy With People

This is not mentioned particularly as a business getting idea, though merchants in other places might move their stock of Prince Alberts by taking advantage of similar opportunity. It is brought to the fore here because it seems to indicate how this Regina store takes advantage of every local movement—every matter of interest—to bring the people of Regina and the surrounding country on terms of intimacy with the store. The store policy seems to be to make all feel that the interests of the store, and of the people who may come to the store are mutual.

To this end Creswell's, Limited, continually couple up their advertising with such events as the Y M.C.A. campaign,

J. W. Creswell

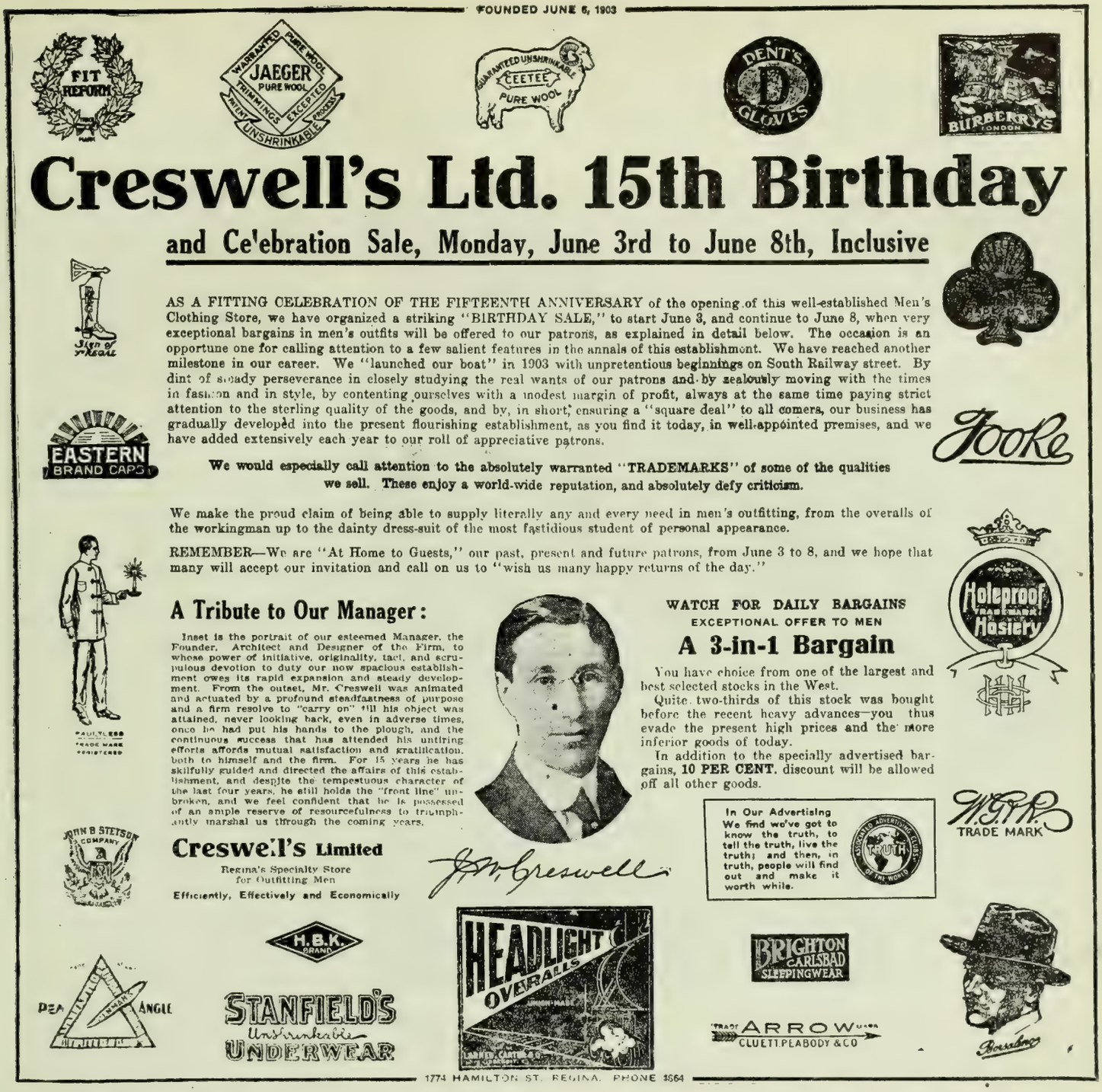
the Red Cross campaign, the Victory Loan, greater production and harvest movements, as well as purely local affairs.

Every announcement of the store is made as interesting as possible, the copy being always chatty, although full of news which brings sales.

Ever since Mr. Creswell started in a small shack on South Railway st., way back in 1903, when Regina was a very different city from the fine capital city of to-day, he has been using liberal advertising space. At the beginning of the present year a contract was signed with the Regina *Leader* for 60,000 lines. It means a lot of space for a specialty store to use, but the result has proved the investment wise. Business has improved immensely, showing approximately 50% increase over the corresponding months of 1917. April and May, 1918, were record months. Of course, there were other factors beside the advertising which made for success; but the newspaper space, and the manner in which the windows and the store interior itself was used, has had a great deal to do with bringing about the big increase.

Advertising space is good, but the copy must be full of real news, and full of the spirit of enthusiasm. So with the windows. They must show the goods which are for sale inside the store, and show them in a way which brings out the spirit of the store. Now in order that there may be a snap in advertisement, in windows and store interiors, there must unquestionably be enthusiasm on the part of the staff, and it is this very thing which Mr. Creswell seems to have been particularly fortunate in securing. It is his practice to consult each head of department as regards the buying as well as to the selling end of the business. As a result, he has a staff that is ready to work whenever work will do the store good; to regard the work as a daily pleasure; so ready and able to assume responsibility that Mr. Creswell is able to get away on

Small shack in South Railway Street where, in 1903 Mr. Creswell started business.


FOUNDED JUNE 6, 1903
FIT REFORM
JAEGER PURE WOOL
GUARANTEED UNSHRINKABLE CEETEE PURE WOOL
DENT'S GLOVES
BURBERRYS LONDON
Creswell's Ltd. 15th Birthday
and Celebration Sale, Monday, June 3rd to June 8th, Inclusive
AS A FITTING CELEBRATION OF THE FIFTEENTH ANNIVERSARY of the opening of this well-established Men's Clothing Store, we have organized a striking "BIRTHDAY SALE," to start June 3, and continue to June 8, when very exceptional bargains in men's outfits will be offered to our patrons, as explained in detail below. The occasion is an opportune one for calling attention to a few salient features in the annals of this establishment. We have reached another milestone in our career. We "launched our boat" in 1903 with unpretentious beginnings on South Railway street. By dint of steady perseverance in closely studying the real wants of our patrons and by zealously moving with the times in fashion and in style, by contenting ourselves with a modest margin of profit, always at the same time paying strict attention to the sterling quality of the goods, and by, in short, ensuring a "square deal" to all comers, our business has gradually developed into the present flourishing establishment, as you find it today, in well-appointed premises, and we have added extensively each year to our roll of appreciative patrons.
We would especially call attention to the absolutely warranted "TRADEMARKS" of some of the qualities we sell. These enjoy a world-wide reputation, and absolutely defy criticism.
We make the proud claim of being able to supply literally any and every need in men's outfitting, from the overalls of the workingman up to the dainty dress-suit of the most fastidious student of personal appearance.
REMEMBER—We are "At Home to Guests," our past, present and future patrons, from June 3 to 8, and we hope that many will accept our invitation and call on us to "wish us many happy returns of the day."
Sign of Good
EASTERN BRAND CAPS
Tooke
Holeproof TRADE MARK Hosiery
A Tribute to Our Manager:
Inset is the portrait of our esteemed Manager, the Founder. Architect and Designer of the Firm, to whose power of initiative, originality, tact, and scrupulous devotion to duty our now spacious establishment owes its rapid expansion and steady development. From the outset, Mr. Creswell was animated and actuated by a profound steadfastness of purpose and a firm resolve to "carry on" till his object was attained, never looking back, even in adverse times, once he had put his hands to the plough, and the continuous success that has attended his untiring efforts affords mutual satisfaction and gratification, both to himself and the firm. For 15 years he has skilfully guided and directed the affairs of this establishment, and despite the tempestuous character of the last four years, he still holds the "front line" unbroken, and we feel confident that he is possessed of an ample reserve of resourcefulness to triumphantly marshal us through the coming years.
Creswell's Limited
Regina's Specialty Store for Outfitting Men
Efficiently, Effectively and Economically
WATCH FOR DAILY BARGAINS
EXCEPTIONAL OFFER TO MEN
A 3-in-1 Bargain
You have choice from one of the largest and best selected stocks in the West.
Quite two-thirds of this stock was bought before the recent heavy advances—you thus evade the present high prices and the more inferior goods of today.
In addition to the specially advertised bargains, 10 PER CENT. discount will be allowed off all other goods.
In Our Advertising We find we've got to know the truth, to tell the truth, live the truth; and then, in truth, people will find out and make it worth while.
TRUTH
W.G.M. TRADE MARK
JOHN B STETSON COMPANY
H.B.K. BRAND
STANFIELD'S Unshrinkable UNDERWEAR
HEADLIGHT OVERALLS
BRIGHTON CARLSBAD SLEEPINGWEAR
TRADE ARROW MARK CLUETT PEABODY & CO
Bourbon
1774 HAMILTON ST. REGINA. PHONE 1564

One of the opening advertisements of Creswell's Limited Anniversary Sale, in which the trade marks of the goods to be sold were played up. As a means of convincing the public that the goods to be disposed of are of the best this method is exceedingly effective.

long buying trips, is able to find time for the many outside interests including the Retail Merchants' Association, the Provincial Board of Trade, the Victory Loan, and the Westminster Presbyterian Church.

It was while Mr. Creswell was on a trip in eastern Canada this Spring that the special Anniversary Sale was held. It had been carefully planned for, of course, but the success achieved by this store which does not regularly go in for sales was more even than had been expected.

Brought Out Trade Marks

One feature of this sale is worth bringing out, and is fortunately illustrated clearly in one of the advertisements which is here shown. In an early announcement of the sale, cuts revealed the trade mark of the goods which were to be sold. These made it clear that the offerings were of well known lines —lines which the store customers could count upon being up to standard. This early announcement established confidence in the sale which undoubtedly had a great deal to do with the growing success which attended. Every day business showed an increase, and the last day's sale was the record for the history of the store.

Throughout the entire sale the windows were dressed in the most appealing manner, price ticket being used on every garment shown, and never was a window jammed with goods so that the passer-by became confused.

As will be seen from the accompanying illustrations, Creswell's, Limited, stock has practically everything in men's wear—from hats to shoes, from dress suits to overalls, from earlaps to overshoes. Men's goods, and men's goods only, are carried, and the store features the between and extra large sizes, talls, stouts, short stout, and extra large models up to 54-inch chest. It would seem that there are giants in the land even in these days—if you go West.

Buy Good Goods

These are the days of the better class merchandise. Mr. Creswell has always been enthusiastic over the quality idea. From his start in Regina he has been preaching quality goods, and evidently this has been having its effect In the

Creswell store last year there was little call for the $25.00 and $30.00 suits and overcoats, the big demand being for the $35.00 and $40.00 line. This season there is an advance even upon that, the $40.00 and $50.00 suits being the best-selling line; and at the time of writing the store is rather anxiously waiting its second delivery of overcoats ranging from $50.00 to $70.00.

In shoes the $6.00 and $7.50 ranges are in demand, but the better shoes, from $9.00 to $10.00, are even more generally called for.

So it is with underwear. Some of the very highest priced lines are sold, and are going better at the $12.50 price now asked than when they were priced at $9.00.

Price seems no deterrent to the patron of this store. Often a customer indicates a shirt shown in a silent salesman, saying, "give me that shirt." The $3.00 to $4.50 price on a cotton shirt and the $8.00 to $12.00 mark for a wool or silk shirt seems rather to draw trade than to repel it.

Of course this store gets a large amount of patronage from the farmers who are to-day buying the very best line. The store keeps continually after the farmer, by circulars or by the daily paper advertising. Always he is kept advised that this store has the kind of goods he wants at the price he wants to pay—whether it be leather coat, over alls, oil-skins or clothes for social occasions.

One of the windows in the present fine store. The use made of backgrounds and figures is noteworthy. Mr. MacGillivary, the window trimmer, is strong in watercolor work and makes use of this inside the store as well as in the windows —battle scenes, mountain and prairie views, seascapes brightening the entire store.

Farm Hand Has Money

From what those interested in this store have to say it is very evident that not only the farmer, but the farmer's helper are big buyers at present. The hired man a few years ago was paid about $2.50 a day. Now his envelope runs $40.00 to $45.00 a week, and naturally he feels able to buy the best in clothing.

While some Saskatchewan farmers were hit hard by crop failures this year, reports from the Regina districts are such as to indicate a crop of something between 35 and 40 bushels to the acre. Threshing has progressed so far that it is now certain the farmers of the district—take them as a whole—have done exceedingly well.

Business From City Too

There seems no reason therefore to doubt a continuation of the big business which comes from the farmer; and as the city is building a place to house an extra 600 soldiers, and since quite a number of other buildings are in progress in the city, there is indication also of big business from the Regina people as well.

Such methods of going after business as have been here outlined would be sure to bring very satisfactory response anywhere. From this Western land of sunshine they will probably bring such abundance of business that the advance of the next 15 years may be as great as the advance from the South Railway st. shack to the present fine Creswell store.

CAPS TO BE HIGHER FOR FALL, 1919

Continued from page 39

number of articles explaining how overcoats are scarce—because principally the Canadian Department of Militia has kept Canadian cloth mills so occupied upon military orders that they have been unable to do anything with civilian business. This means that all the cloth these mills can get made up will be eagerly seized upon—that the price will be high—and that there will hardly be enough to go around. As a result cap manufacturers will have great difficulties in getting the cloths they need.

End of Reserves Near

There are a number of manufacturers, of course, who have fortunately prepared against just such a possible condition. These will be able to go out with a fine showing for their fall lines, but even with these fortunate ones the end of reserve stocks seems about at hand and with the orders which will be taken in the first few months of the year their reserve stocks will be pretty well used up.

It looks a case where the man who orders early will get the best patterns and be the man sure of securing delivery. There will be caps shown for fall sorting later on undoubtedly, but in all probability the range will never be as complete—so full of good offerings—as it will be in the early days of the year.

OPENS NEW STORE

C. B. Simms has rented the new store of Henry Karges on Main street, Listowel. He will continue the Palmerston business, but will make his home in Listowel and assume personal charge of the local store. Previous to going to Palmerston, Mr. Simms was in business in Stratford and Brantford.

At Sudbury J. Wichefsky, a local tailor, is showing in his window a suit just built to specifications for a patron, Mr. J. Brown of Mattawa. Mr. Brown weighs a mere 428 lbs., his chest measurement being 60 inches, waist 63 inches, seat 78, and around-the-knee twenty-seven.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, Nov. 25.—What may be expected as a result of the signing of the armistice and probable early conclusion of peace formed the basis of inquiries on market conditions this month. Briefly, the trade is confident—Canada, which has faced and overcome the difficulties of four years of war, has nothing to fear from the future when peace rules supreme.

The outlook is for big business; during the next year or eighteen months there will be over a quarter of million soldiers and buyers of men's wear return to Canada. Even supposing they only spent their $35 clothing allowance from the Government, it would mean an increased business of about $10,000,000.

Overalls have recorded a further advance of $1 per dozen since last issue, and even higher levels would not come as any great surprise. On the present basis of cost, manufacturers state that prices should be up to a higher basis than represented by this latest increase. Supplies have been cut down materially, and the outlook seems to be that improvement in stocks will be a comparatively slow process. The mills have been turning out cloth for Government use and supplies of raw material beyond these orders are light. However, improvement will come in the matter of supplies, but prices seem more than likely to hold steady for many months.

The outlook in cleanable collars, as outlined by one manufacturer, indicates a condition of affairs which may easily result in further advances. Contracts beyond January 1 cannot be arranged for, and supplies of materials are considered very light. The production of the material from which these collars are made requires about one year's time to complete. The manufacturers then have arranged for supplies at high levels, and indications point to a very firm market, with higher tendencies in evidence.

That neckwear silk will be more plentiful and that prices will ease away is a condition that may develop, but it will be slow. Actual conditions in Italy and France show whole districts where the silk-worm flourished as devastated—in others its development has been retarded—it means years really before the industry is back on a basis which can be called normal. In the meantime readjustment will come as a gradual process, and prices now holding firmly will be some time in reaching levels appreciably lower.

Fictitious values have been in evidence on some grades of cloth, and these will undoubtedly disappear quite rapidly. But these values are represented by holdings in speculators' hands—they will come out of hiding now, be absorbed legitimately, and then the market will show an even greater scarcity of supplies. Business on cloth and clothing has been good for Spring, and prices are ruling firm. The feeling is general that in another few months some improvement may be shown in the matter of supplies, but not sufficiently early to exercise any influence on Spring business.

COTTON FUTURE BRIGHT

World Shortage a Factor to Help Even-Up Demand—Extreme Scarcity a Factor to Steady Markets and Declines Expected to be Gradual

COTTON. — For two or three days, following the signing of the armistice, declines approximating $17.00 to $18.00 per bale on cotton were recorded. But the market has come back and levels are again back to point ruling before, with some feeling that higher levels may be reached. This stimulation to the market is from two causes. Intimations have reached the trade that additional freight space for shipment of cotton to Great Britain for the month of December, normally placed at about 150,000 bales, will be increased to 250,000 bales for the coming month, and that shipments can now be made against this month. The better shipment of the staple is an indication of the urgency of the need on the other side and will shortly be reflected in the enlarged export figures.

The Census Bureau report on cotton ginned, to be released in a couple of days will, it is estimated, show a crop of approximately 8,800,000 bales, the smallest for the last six seasons since 1912. This is another factor which will have at least a steadying influence on the market as heavy demands from European countries may be expected to absorb enormous quantities once space to transport is provided.

This will undoubtedly have a bearing on the situation in Canada, and for the textile mills the early indications of future conditions following on the approach of actual terms are all in favor of a continuance of the prosperous results of the past three years. That is, there is no evidence that the demand from the mills will slacken to any extent, not that the business is certain to keep up in Canada, either of the wholesale or retail departments, but there has been a scarcity of merchandise and stocks are in the main low, so that even with reduced orders on an average the total would suffice to keep the mills running with the surplus they have on hand to fill at present. Nearly all are far behind in deliveries at the present time and would welcome a slight falling off in the demand for some months. But there is another factor; this is re-

vealed in a statement given out by the general manager of a large Canadian company a few days ago on his return from New York City. Besides stating that he felt quite confident of the prospects of cotton mills in Canada for the immediate future this executive indicated that there would be no competition from France owing to industrial conditions there, while English mills would have all they could do to look after domestic needs and European. The United States for a similar reason would not give much attention to the Canadian field, and the outside competition would be little stronger, if any, than for the past year or more. This would guarantee ample business to the Canadian mills. Prices of fabrics were very firm, and the extreme scarcity indicated that these would continue, with any declines very gradual.

The opinion expressed just prior to the signing of the armistice, by the managing director of another of Canada's leading mills on the after-war situation, shows what careful study has been given to this question. It is a fact that this after-war question has been studied so thoroughly and plans to meet period of readjustment laid so carefully that little difficulty in meeting the problems as they arise is expected. Briefly this executive points out that the world shortage should help to even up the demand after the war. In his own words:

"My own opinion is that as soon as it is definitely known that peace is to be concluded, that there will be for a time a let up to the intense demand that there has been for cotton goods for the past three years. Naturally both wholesale and retail men will be anxious to keep their stocks as low as possible in view of the probability of lower prices prevailing. One would suppose, therefore, that these dealers will reduce their purchases to the lowest possible point until the future situation is clearer.

If the German people are brought to their knees, and if they accept a peace such as we are willing to give them, it seems to me that the time of readjustment in our country will not be long, and that the situation will soon return to normal.

There is no doubt but that the whole world is exceedingly short of cotton goods, and a great many empty shelves and counters will require to be replenished. It would, therefore, appear as if any hesitancy that there may be on the part of buyers cannot be of long duration. The fact that the outcome of the war is likely to be very favorable to us will produce an optimistic feeling, and the consuming public will doubtless continue purchasing goods to the extent of their ability. We are, therefore, expecting that in so far as our mills are concerned, we will be able to sell our full product. We are having quite a call for cotton goods outside of our own country, and it seems certain that if we have any surplus supply of cotton goods that we will be able to place same to advantage in countries like Australia and New Zealand, where the people live pretty much as we do in Canada."

It would seem that speculation in cotton goods in the Canadian trade has been pretty carefully watched for some months past and the result is that all along the line — manufacturer, wholesaler, retailer—stocks of cotton goods are well below normal. The feeling prevails that a heavy demand will be experienced for many months with, it is intimated, a continued shortage.

Government business is comparatively small just now, meaning little material difference, and probability of substantial export business makes outlook bright. It is stated that representative buyers from Australia, South America and the Far East are now in the Canadian market for supplies.

WOOL IN DEMAND

Manufacturers Showing an Interest in Securing Wool for Civilian Requirements—Must be Months Before Actual Improvement in Stocks Can be Expected—Demands To Be Heavy

WOOL. — Reports from the United States indicate that the manufacturers there are showing a fairly keen desire for wool for civilian purposes at the present moment and at current prices. That does not look as though an immediate break were expected, rather does it show that staple lines, though in many instances high in price, are not really fictitious values. There has been a speculative element in wool cloth for instance and many pieces have sold at what are unquestionably fictitious values, but any such pieces going into the manufacturers' hands have been used up and the manufactured product sold so that these goods are not on the manufacturers' floors—they have reached the consumer and consequently are beyond the point where they exert a determining or disturbing influence on the market.

The signing of the armistice has not brought about any immediate improvement in stocks of wool goods generally, and it must be many months before actual results towards getting back to a normal basis of supply are shown. It is indicated that knitting factories working on United States Government orders have been advised to complete their contracts. This will take until March.

Arrivals of raw wool in Great Britain for some months past have been very light and whereas improvement was looked for during November and December, it does not appear as though civilian requirements had played any appreciable part in the program. That they will bulk larger from now on seems quite probable, but it must be remembered that government orders may still control the mills until the army returns to civilian pursuits. Immediate relief in wool supplies seem hardly likely.

Food and clothing are the principal items of interest to devastated Europe just now, and when their stomachs have been introduced to a few good meals again, there will be some interest manifested in clothing of all kinds, underwear, hosiery, suits and overcoats—they will all be needed and needed badly so that shipments to Canada of yarn and piece goods may well be restricted for some months to come.

The government of the United States is already releasing some wool to the United States spinners for civilian use, but amount so far allotted will hardly make any impression on business booked ahead. Large supplies will be forthcoming, but with the scarcity prevailing in practically every line there is little chance that manufactured goods will be plentiful and stocks reach a normal pre-war basis for twelve to eighteen months.

Government purchases of overcoats for Siberia reached a substantial total, and at a time when overcoatings are extremely hard to get. This will probably mean that supplies for season of 1919-1920 will be none too liberal, as mills are booked well ahead, and it will take some months to attain a point where normal requirements of the trade can be met.

CLOTHING

Manufacturers Looking Forward to Era of Big Business—Outlook One of Promise—Heavy Demands from Returning Soldiers Must Be Met—Needs of European Countries to Occupy Attention of Mills

CLOTHING. — Manufacturers as a whole are looking forward to big business and making plans to take care of heavy demands which the return of the soldier will mean. Everywhere optimism is the keynote prevailing, and most certainly no other feeling should rule with the return of peace.

There seems to be opening a big field for the men's wear business. Retailers will soon commence to feel the results of an easing of the tension under which all have been laboring, and cash in on a desire strongly entrenched in the minds of many that they can now buy that new suit or overcoat without any qualms of conscience.

Manufacturers' stocks are still small but there is some hope that as the demand for goods increases, supplies may also be somewhat easier to get. This will not develop to a point where the market will be flooded with cloths, There are too many calls to be answered but a gradual improvement in shipment and the range of goods showing is a probability.

Everyone is interested in how prices may go. It is a question, of course, but indications point to a steadily maintained basis of quotations, with any declines made being gradual, rather than in the form of a slump. There are some fictitious values prevailing to-day one cannot get away from these—but the percentage is not great nor the volume of goods large.

Fictitious values are represented by goods held in the hands of speculators —desirable pieces of goods which it has been impossible to get delivery of from the mills, but manufacturers have only bought these when they had orders to be filled, the goods were sold and they bought no more than enough to take care of business on hand. These goods will probably come out of hiding now, be absorbed—at their proper valuation—and the market then reach a point where materials are even scarcer.

Spring placing business has been very good, which indicates retailers are buying requirements quite readily, and the outlook for a good volume of business is very bright.

SHIRTS

Spring Business Booked Represents Heavy Volume—Outlook Encouraging—Prices Maintained on Firm and Steady Basis—No Immediate Change Expected

SHIRTS.—Manufacturers and jobbers report that booking business has reached proportions that are decidedly satisfactory. Stocks in the hands of retailers generally have reached a point where they can be termed decidedly clean—that is there are no unsaleable lines and no accumulation of stocks. This is a mighty healthy state for the retailer to be in and he should be in a position to take care of increased business which is just over the horizon.

The outlook seems to be for a material improvement in volume of business handled and the trade are preparing to handle same. How prices may range is still uncertain, but it does not seem likely that any appreciable lowering of present schedule is possible for some months to come. Manufacturers are working on high priced materials and have contracted for their supplies at high figures, in addition to which labor costs will undoubtedly continue at present levels for a long period yet. Big business and a fairly well maintained basis of prices seems the best word in shirts for spring.

COLLARS

Higher Prices on Cleanable Collars Talked of—Materials Very Scarce and High—Other Lines Moving Well

COLLARS. — That high prices are justified and seem quite probable on cleanable collars is view of one manufacturer. In reviewing the situation this manufacturer says in part: "There is a strong likelihood of a considerable advance in cleanable collars, as at the present time we are unable to place orders, except at an immense increase in cost. In fact the raw material would cost us practically the price that we sell our collars at per dozen.

We understand that they are considering putting an advance in the States about January 1. However, no definite information has been received; we are simply advised that the matter has been taken up, and if it goes into effect in the States, it will certainly go into effect in Canada; in fact, if the cleanable collar manufacturers are to remain in business they will have to advance their price." The situation, it can be seen, is one of decided strength. Everything entering into the manufacture of these is very high in price and a year is about the time necessary to accumulate the various ingredients with which to turn out material from which these are manufactured — then there is the actual manufacturing process beyond that, so it seems quite safe to assume that cleanable collars will not decline and that higher levels may result.

Other lines are moving well, soft collars being particularly active. Spring booking business has been good, and a very nice sorting business is reported. Prices have held without change during the month, and market seems quite firm.

HATS AND CAPS

No Lowering of Values Yet Noticeable—Imported Hats Hard to Get, But Some Improvement May Later Develop — Trade Shows Healthy Condition

HATS AND CAPS—The market rules on an unchanged basis and there is no indication that any immediate recession from present values is expected. The situation in hats is that fur is not going to be available in larger quantities for probably a good twelve months, if then. In the meantime, the demand may well show a decided increase. Stocks in jobbers' hands are comparatively small, and retailers have been buying with care, with the result that there is no accumulation of supplies at any point.

No immediate improvement in supplies of the imported lines is looked for. Transportation must continue to have a bearing on overseas shipments for some months to come, and manufacturers must in many cases operate with a large percentage of new help, with a consequent loss of production. Improvement in supplies will develop, but it will be a slow process, a gradual process, and it will find the trade in a healthy condition ready to move the goods as quickly as they come.

Caps are generally steady and the hope is expressed that it will not be too long a period before a wider showing of goods will be possible. Manufacturers have been facing a period of continually decreasing supplies. and some relief is now expected, though not in the immediate future. Spring placing business has been very fair and it is estimated that it must be some months before supplies are released in sufficient volume to give the trade a better range of goods. Lower prices are not considered an immediate prospect—present stocks must be worked off and adjustments seem likely to be gradual rather than otherwise.

NECKWEAR

Silk Supplies Cannot Show Immediate Improvement — Dullness in Immediate Business Result of Epidemic of Sickness—Prospects for Fine Christmas Business

NECKWEAR.—Supplies of silk from European countries cannot get back on the basis prevailing prior to the war for years, according to best informed sources in the trade. The industry has suffered to an extent which can hardly be estimated through the continued devastation of the country, and it will be years before production can attain to anything like normal levels. Whether there may be some supplies held up in neutral countries which will be released is a question, but it is not felt that there is a sufficient quantity to exercise a disturbing influence on the trade. It looks very much as though the trade must work along, content with gradual improvements in range of goods shown and a readjustment that is genuine, but without sensational developments, is the prospect for the neckwear trade.

Immediate business during the past three or four weeks has been materially interfered with through epidemic of sickness which has swept over the country, and is only now becoming cleared up in the West. The outlook for Christmas business, however, is excellent—Christmas as usual seems to be more like the tone now prevailing, and retailers are looking forward to a heavy rush of business during the next few weeks.

A change in the price of ONLI-WA tie holders to $4.00 per dozen will be made, taking effect December 1, 1918. This, it is said, is the first advance since the beginning of the war, on tie holders.

SUSPENDERS

Prices Go Higher For Some Lines—Webbing Up as Much as 22 per Cent.—Supplies Very Scarce

SUSPENDERS.—Even higher prices have been reached on some lines of webbing, one manufacturer reporting an increase in the cost to him of 22 per cent. Even at this advance in price it is next to impossible to get supplies, and there is no indication of improved conditions for some time to come. The change to better supplies will come in time but this must of necessity be a slow process—readjustment of values too will be gradual.

BRIGHTENING UP THE CHRISTMAS SHOW CARD

Get Away From the Old "Chestnuts"—Make Your Show Cards Something Different —The Falling Snow Effect—Christmas Designs Which Any Card Writer Can Work Up

By ROBERT T. D. EDWARDS

THE Christmas season is fast approaching and it is high-time we were all getting our ideas together to brighten up the Christmas show cards.

The first idea that strikes us is, what can we do that is different to other years? You probably think that you have utilized all your ideas, but don't forget that ideas are unlimited and that most of the so-called new ones are simply old ones rehashed. Anyway they are different, therefore they are new, so get out your Christmas designs, etc., and see what you can do.

There is a practice with some merchants to carefully preserve cards that have been used year after year until they become "chestnuts." This is a mistake, we think. New, fresh cards should be used every year. It gives the public a better opinion of your store. They appreciate a bright new show-card and it leaves the impression that your firm is up-to-date and not afraid to spend a little money on new cards.

Well, to get down to brass tacks, you would like to get something that is a little different. Of course you know that we cannot get away from old Santa Claus, holly, poinsettia or winter scenes. In making a Christmas card one of those four must appear in some form or other or it won't have that Christmas feeling. We have prepared a set of cards that are illustrated here and that demonstrated various ways of working up something that may be a little different to what you have previously used. Or perhaps you can glean some idea from them that will aid you in making something better.

We will first talk of the set of small cards that are here illustrated.

Card No 1 is of an upright style that can be worked up on any size of cardboard you wish. Good proportionate sizes are 10 x 18, 12 x 21 or 8½ x 16. These sizes are suitable for any of the cards illustrated here. Card No. 1 is of a cream color and a linen finished surface.

The illustration of poinsettia was sketched from a fancy Christmas box but made somewhat larger. Your best method, if you want to adopt something of this nature, is to make an exact line drawing of what you want. The correct size and line details should all be accurate. You then have a pattern from which you can transfer as many impressions as you wish by means of carbon paper. These impressions when placed in the proper place should be carefully inked with black waterproof ink. Allow enough time for the ink to dry thoroughly before the coloring operation is commenced.

It might be opportune to say here something with regard to the coloring of illustrations in general.

It is the opinion of a good many that to make an illustration right you have to make it look natural and to make it look natural you must use the natural color of the article. That is where the mistake comes in. Take,, for instance, a sprig of holly. The leaves of this bush when preserved are a very dark green and if you reproduced the same shade on the cards the illustration would have a dead appearance. But use a much lighter shade of green, a color with lots of life to it, and you will have a card that will demand attention. To prove this contention pick up any good journal and turn over to the colored advertising and you will find that the colors used are far from the natural. In fact, if you saw landscapes, trees, sky, etc., appear in some of the colors used you would swear you had a nightmare.

But that is all done for effect and the effect attained is that they appear natural on paper.

So in coloring this little sprig of poinsettia use a light green for the stem and leaves and for the blossom a light bright scarlet should be used. The combination of the black outlining and veining, and these light bright colorings makes the whole flower stand out.

Card No. 2. The use of dark cardboard for Christmas cards is not generally liked on account of its sombre appearance, but card No. 2 demonstrates that this is not a fact. This card is of dark

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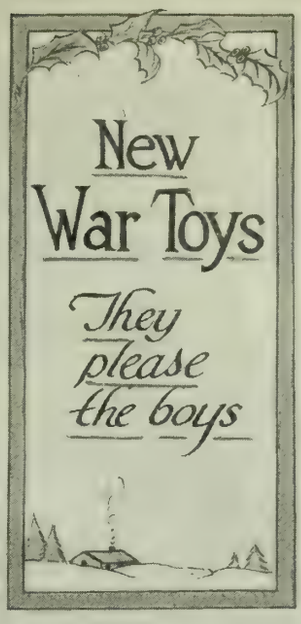

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6.

grey which gives you a good opportunity to work with bright opaque colors over it. For instance, the lettering in the sky is black and to make it stand out strong a high light on the upper and right-hand side of the letter is used. This high light should be of a light, bright color. A light scarlet red, or a light yellow-green. These are to be put on with a small brush. The moon coming up should be a bright orange. The snow of course is white with the dark cardboard showing through to make the shadows. This gives a rough appearance to the ground. It does not take much artistic ability to arrange a card of this nature. It does not necessarily have to be drawn the same as this card is. Various arrangements can be made.

The trees can be drawn in with black or very dark green. Both these colors give a good opportunity to work the snow effect over. This of course is put on with the white and must be made to appear as if the gentle snow storm which is now falling had placed the snow there.

The Falling Snow Effect

You may know how the effect of the falling snow was obtained, a good many of you will, but some may not, so we will explain it. It is a very simple operation and can easily be done in less than a minute, providing the tools and materials are at hand to do it.

After everything else is done about the card, obtain an old tooth brush and on the ends of its bristles place a small quantity of opaque white. Stand the card on end and with the aid of a small stick, brush handle or pencil, which you draw quickly over the ends of the brush bristles, you can spatter the white color on the card. Hold the brush about three inches from the surface of the card and spread the small particles on evenly.

You will be agreeably surprised what effects you can obtain through the spatter work. Not only can you use white but any color you wish on any colored surface. Wonderfully effective backgrounds can be made on the card. Border designs of various pattern can be made by cutting out stencil patterns and placing them on the card. Spatter the color over the open space and lift the pattern off. You will find by this method wonderful effects can be obtained.

Card No. 2 can be made in any shape desired, either portrait or landscape styles.

Card No. 3 shows a sprig of the old fashioned holly, one of the best decorations for a Christmas card.

The idea for the design of this card was obtained from a Christmas post card. The post card was laid on the card with black carbon paper under it. A tracing was made. Then with the aid of a pen and black waterproof ink the outlining, veining, shading, etc., was made. After the black ink was dry a light, bright, transparent green wash was put on the leaves. Then a somewhat darker one is used to shade the leaves. This was also used on the stems. The berries were colored a bright scarlet with shading effect over them. A little snow effect was afterwards thrown on with the tooth brush.

This design is only one in hundreds that can be gleaned from post cards. Many good ideas can be obtained in this way both in designing and in color schemes. Re-arrangements can be made to suit different cards.

Card No. 4 shows the dark night sky worked up on a white card. This is done by first sketching the whole card out in pencil, then drawing a solid black sky with waterproof ink, cutting-in around the white space where the trees are to be. Next draw the trees in light grey or a light green and after this is dry put on the snow with white to represent the snow-laden boughs. The spatter work is the last to be done.

The drawing on this card is purely imaginary, but has a wild Christmas effect which cannot fail to attract the customer's eye.

Card No. 5 is a simple little design with a free-hand drawing of holly at the top and a little snow scene at the bottom. Use a border of dark green to make the holly stand out. The colorings on the trees at the bottom should be green and the house a holly berry red.

Card No. 6. Here is a simple little design which is quite effective on a show card.

A pencil drawing is first made, then the black pen and ink is used to cut the trees in and make the border, etc. The sky is painted solid black with the waterproof ink. The lettering on the sky is of a light scarlet so as to stand out against the black sky. The snow effect is put on with white when letters are dry. The lettering at bottom is black. The cardboard is of a nice shade of green and the trees are left the natural color of the cardboard. The ground has a light coating of white.

The proper red for working over a black background to be effective must be almost an orange. If the color you have on hand is not light enough get some light yellow distemper or dry color and mix thoroughly with water and mucilage. To a small quantity of this add some of your show card red and mix thoroughly. Test out on a piece of black cardboard until the desired effect is reached.

The three large cards show simple

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NECKWEAR

HUGE NECKWEAR BUSINESS AT HAND

Many Factors Are Further Stimulating Buying of Cravats Now, and as Time Goes on the Business Will Be Greater—Problem of Merchant Will Be to Get Ties

NECKWEAR is going to be a very big line with the men's wear merchants during 1919.

A number of circumstances combine to make this certain. In the first place the signing of the armistice, with the seeming certainty of peace which this brings, has brought about a big change in the frame of mind of many young men who had not yet taken up arms but who were facing the possibility—even the probability—of being called in an early class. These young men, since it first seemed likely that they would be called to the colors, have eased up in their buying. It might be thought that they would go ahead and purchase neckwear no matter how soon they thought they would be in uniform, but the experience of merchants has been that this was not the case—that this class of store customer just naturally retrenched on his buying, feeling that he would soon be out of civilian clothes, and that he gave over the purchase of neckwear as well as the more expensive and more long-lived garments.

Want Neckwear Now

Now these young men see that there is practically no chance of their being called to arms, and they are naturally taking immediate steps to brighten up the wardrobes which have, during the past few months, run down considerably.

Probably there are 25,000 or 30,000 men so placed in Canada. Their increased purchases will mean a great deal in neckwear sales. Moreover there are some 30,000 men under arms in Canada at the present time, who, it is expected, will very shortly be returned to civilian life. These men too will require much to bring their civilian wardrobes up-to-date, and among the articles of apparel they are certain to need will be some cravats.

Spirits of People Mean Sales

No use talking, moreover, the end of this long struggle has changed the attitude of a great many people towards purchasing. There has been a certain feeling of guilt almost in buying anything which looks like a luxury. Now this is past. People feel happy, feel bright, and when they so feel, the natural tendency is to dress to bring out that feeling.

Yes, 1919 looks like a very big neckwear year for the retailer. His one difficulty seems connected with the question of supplies. Neckwear silk is very,

A Seasonable Cravat from Tooke Bros. range

very scarce, and seems likely to become scarcer. The argument which manufacturers have frankly been making—that neckwear is going up in price and down in quality—seems still to be true and seems likely to be even truer for a few months. Then probably a change will come as far as quality goes, but it is doubtful if lower prices can be looked for for some time.

Ordering Neckwear Early

It has been said in these columns in the past that neckwear is better in quality, and offered at a more favorable price just now than it will be in the early months of 1919.

This statement has been weighed by many merchants and evidently has met with their approval, for there are a goodly number who are placing orders immediately for goods which they expect to sell in 1919. They are placing these orders without any strings—they will take delivery immediately or at a later date according as the manufacturer of the goods desires.

This attitude is necessary. The reason manufacturers are able to make up goods at a more favorable price now than they expect to be able to quote two or three months hence, is simply because they have some silks on hand which they have bought on a more favorable market than is now available. In other words, they have silks coming to hand which they ordered some three or four months ago. Now it is only neckwear made of these silks and with labor at the present scale which they are able to turn out at the prices now being quoted. The manufacturers can sell the neckwear at once and will not carry the made-up article in stock at his own risk. If merchants want delivery in the new year they are being called upon to pay for the neckwear and pay insurance charges upon the goods.

However, there seems no difficulty between the retailer and the manufacturer on this point. The great thing with the merchants who are placing orders ahead is to make sure of the goods. They are only too glad to take in and to pay for them at once.

Flu's Effect on Production

It seems exceedingly wise on the part of the retailer to take this attitude. Back in September manufacturers were having a good deal of difficulty making delivery because of the mechanical troubles they were confronted with, as well as the troubles related to scarcity of silk. During October these difficulties increased tremendously. In the first place it became much more difficult to get silks, partly because the "flu" epidemic was affecting the mills in the United States. Then the "flu" hit the Canadian manufacturers themselves. Many girls were taken down with the disease. More had to stay home to

nurse those in their home. It is estimated that the labor during October was so badly upset as a result of the "flu" that for the month production was reduced 25%.

On the head of that there came the demonstration following the false news of the signing of the armistice. Then there came a full day off when the armistice was actually signed, and in many cases a half day off to recuperate on the following Tuesday. Nobody begrudges the time spent in that celebration, yet it is a fact that it put manufacturers further behind with their production, resulting in delays in delivery of neckwear to the retailers, which is in some cases embarrasing — making Christmas stocks of neckwear lower than merchants would like in some cases, and in other cases making it a little harder for the merchant to build up the reserve supply of neckwear which he has wanted.

Is Power Trouble Nearing End?

It must be remembered that the manufacturers also have been facing difficulty in securing power for their machines. There is the hope that this situation will be considerably relieved from now on, as a result of munition work steadily slowing down. Manufacturers also have been faced with difficulty in getting sewing machines. Many would like to add to their plant but simply have been unable to get the machines—have been unable to get the expert inspection of their existing machines which keeps these on the highest productive level.

One of the new models shown by Wm. Milne

All these things have affected production adversely and are doing their part towards making neckwear hard for the retailer to secure. The turn has come however. Little by little these difficulties will become lighter. It looks at the present as though deliveries might be poorer during the first few months of 1919 than they have been during the last few months of 1918, but following that there should be a general betterment.

As far as neckwear styles go, almost everything is being shown for spring. Bright materials are distinctly going to be the thing, and yet there is a tremendous demand for polkas. Anything in polkas finds a ready market. Ombres and prints also seem certain to be strong.

The retailer apparently feels that he is going to have a huge call for neckwear and is going to stock all different styles—the quiet and the bright. He is preparing to meet the needs of his various customers and has thus early indicated a desire for a wide range.

NECKWEAR FAMINE AVERTED

U. S. Restriction on Silk Production Was to Have Gone Into Effect December 1—Coming of Armistice Removes the Necessity of This Restriction

THE declaration of an armistice came only in time to save the men's wear trade from what would have been practically famine conditions as regards neckwear. Just recently the United States took action, through the department dealing with such matters, to arrange for the reduction of work on neckwear silks by 50%. The measure was to go into effect December 1st. It has not as yet been definitely announced that this measure has been rescinded, but the word has got out to the mills that they will be allowed to continue on neckwear silks, and they have not as yet been instructed to go on war work more largely than at present, so there seems every reason to believe that this 50% restriction—which would have made neckwear silks almost unobtainable—will not go into effect.

As a result of war conditions, which have reduced the quantity of labor available, and which have necessitated many of the looms being put on other work, the production of silk in the United States was reduced perhaps 40% without this contemplated action of the United States Government. On the other hand the consumption of the United States neckwear silks had gone up tremendously. To begin with United States neckwear manufacturers, who in the past had bought a good deal of their silks from England, France, Switzerland and Italy, were pretty well cut off from that market. They, therefore, called more heavily upon the United States silk mills. The South American countries also bought silk quite largely in Europe and they became entirely dependent upon the United States. So it was with Canada. The United States silk was a comparatively small thing here before 1914. Then it commenced to grow, and now perhaps 90% of the neckwear silk used in Canada comes from this continent.

In view of this, therefore, a further reduction in the output of the United States neckwear-silk-making plants would assuredly have brought about famine conditions. Fortunate indeed is it that things have so changed that it would seem the supply which the United States mills will be able to turn out will steadily grow larger than less.

A question arises at this time as to whether Canadian manufacturers of neckwear will continue to buy silks in the United States or whether they will go back to Switzerland and Italy to get their goods. The facts seem to indicate that from now on more will be bought in the United States than from all the other countries combined. To begin with the United States silk men have greatly improved the quality of work they are able to do, and with the coming of peace conditions, when they will be able to get better machines, better materials, and take things a little more deliberately, the quality of the work will improve still further.

Then the United States is an exceedingly convenient market for the Canadian trade, and for this reason will be inclined to hold the business of Canadian manufacturers.

The work of the Swiss and Italian mills has been always accordingly to order. It would be some time before Canadian manufacturers could get orders for what they want over there, and get the finished silks back. Probably some such orders will be placed very shortly, but it does seem certain that the great quantity of neckwear silks which will be used in Canadian made ties, will, for some years at least, come from the country to the south.

MOURNING TIES WANTED

It is a sad fact that mourning is very much worn in Canada at the present time, and in consequence black neckwear is in greater demand here than perhaps it has ever been.

For four years war's harrowing harvest has required merchants to carry more black neckwear than in the past, but now, with the terrible inroads of the recent epidemic, signs are not lacking that the call for black cravats will be even greater.

There is none too much suitable material for such cravats in hand, but some splendid ranges are being shown and are being extensively bought by the merchants.

Will There Be Later Decline?

But what of some few months hence? Will there be a big decline then?

There are those who contend that a supply of silk is now ready in Switzerland which the Swiss people will be very glad to ship over here in order to turn into money. This, they argue, will tend to reduce prices.

If such were a fact there would perhaps be a tendency to lower prices just as soon as this silk could be bought on the local market. It may be stated, however, that there does not seem any justification for the belief that such a supply does exict in Europe. To see how improbable this is all that is necessary is to look backward and see what steps would have been necessary in order to build up such a supply of silk. In the first place the Swiss and Italian mills would have had to keep producing during war times. In Italy many of the workers were unquestionably called to the colors. In Switzerland this was also the case for a large army—the size of the population considered—was continually mobilized to safeguard the neutrality of this republic.

So workers in these countries would unquestionably have been scarce. Moreover the production of raw silks fell off during the war period for the simple reason that the worms could not be properly tended. What raw silk there existed was eagerly bid for, and there seems no reason to doubt that the majority of it came into hands where it was converted into silks for immediate use in the making of finished products.

Huge Financial Burden

Raw silk has, by reason of its scarcity, been exceedingly high in price and any Swiss or Italian silk mills which wanted to make up silks in order to sell at a future date would have had to buy that raw silk at these high figures and carry it for a matter of not months, but years. It would have meant a financial burden which would almost certainly have proved too great.

Moreover, the whole system of the Swiss and Italian mills has been to make up according to patterns suggested to them by the neckwear manufacturers. They would not have dared go ahead and make up huge quantities of patterns which, at the later date when they came to offer these to the trade, might have proved entirely undesirable.

No, there seems no big supply of neckwear silk which can come from Europe, there seems no likelihood of getting neckwear silks from Europe in any considerable quantities for some time, so that the silk scarcity will apparently continue. Even with production steadily increasing the scarcity will continue, for the demand, with so many men returning to civilian life, will be very great.

Insurance Will Have Effect

Of course there are some other factors which enter into the matter of prices; there is the matter of wages, but so far there is no tendency to have these fixed at a lower scale. There is also the matter of insurance and freight. Both these charges will be very much less as time goes on, but it will be months before this can have an effect on the neckwear offered to the Canadian trade.

It looks like higher prices for neckwear during the early months of 1919, with a great demand for the goods, and from then on a very slow decline.

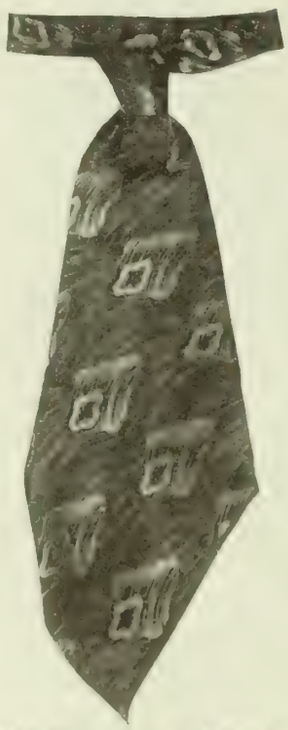
PRICES FIRST WILL RISE, THEN SLOWLY DECLINE

For Early Months of 1919 at Least Slightly Higher Quotations for Neckwear Seem Likely Decline Will Be Slow in Coming and Gradual When It Comes

WHAT about neckwear prices as a result of the changed conditions in Europe?

The question is naturally occurring to wide-awake merchants who must now watch prices more sharply, and look for price tendencies with greater care even than during the past four years.

Putting the whole matter in a nutshell it looks as though neckwear prices will not, can not, drop for some time. Eventually they will trend downward, but there is nothing to indicate an immediate decline. On the other hand there is much to suggest that neckwear during the early months of 1919 will have to be sold at higher prices than at any time during 1918. The neckwear then sold will be made from silks bought on the present silk market—in other words will be made of silks for which the manufacturers have had to pay more than they have yet paid for the materials. There is no help for it, therefore, the retailer will have to pay more for the ties. And it may be here remarked that the manufacturer is glad enough to get the silks at the higher prices at which he has contracted for it, and doubtless the retailer will be glad enough to get the neckwear at the higher prices which he will be called upon to give.



From the Xmas range of Tooke Bros.

LET YOUR WINDOW LIGHTS SHINE

After all the things we have had to do without, we are not to be called upon to do without lighting in the store windows for the Christmas trade. The regulations forbidding the use of these lights has been lifted, and Ontario merchants may now use their power as they see fit, although they are requested not to use any more than they have been using during the period when the window lights were forbidden.

For a number of weeks now strong representations have been made to the Power Commission, through the Retail Merchants' Association and other sources, that this regulation forbidding the use of window lights should be at least modified. It was pointed out that the need of rushing shell production is much smaller now, and that the interests of the retail merchants were just as important to the country as a whole as the interests of those who would benefit by the power the retailers saved in their windows.

After considering the presentation for some time word has come that the lighting restrictions should cease on Monday, November 25th, but that after this date retailers might well bear in mind that the demand for power is still exceedingly heavy—in excess of the supply—and that every possible saving must be made. The suggestion is that merchants should not use more in their stores than they have been using—that savings may be made in other parts of the establishment which will more than compensate for that used in the windows.

There seems no reason to expect that this lighting restriction will again be imposed. Some of the heavy contracts which have been tying up the power commission are nearing completion and following their completion the regular needs will likely be looked after before such big orders are placed.

BRIGHTEN UP XMAS SHOW CARDS

Continued from page 47

Christmas designs which any cardwriter can work up. Where large surfaces are covered with color, use nothing more than a tint of pale green, such as the border on the "war-time" gift card or the corner pieces on the "Kitchen Gift" card.

WAR HITS SILK INDUSTRY—WORMS KILLED—MULBERRY TREES HARMED

THE seriousness of war's by-products are now generally realized and the men's wear trade will not be surprised to learn of still further hardships growing out of this titanic struggle. It will be bad news however that the military operations carried on in Northern Italy and Armenia has so set back the silk industry that any return to a normal output of silk from those districts will be long delayed.

Some of the best neckwear silk in the world has come from Italy, and a tremendous quantity of raw silk has been there grown, though much of this has been shipped as raw to other countries for conversion. The Trentino was the great silk producing district and it is this district of course which has been tremendously disturbed and in many parts over-run, during the recent conflict.

Some Serious Results

Two, no three, serious results for the silk industry have followed the war. In the first place the worms necessary for making the silk have been destroyed. Then the mulberry trees have been completely ruined in some sections as a result of the tremendous artillery fires, and of course the mulberry leaves were the great food fed to the silk worms. The amount of food a silk worm can consume is simply amazing and the ruination of these trees is a tremendously serious blow to the silk industry.

It may be thought that the silk worm is practically the only worker in producing silk, but this is not the case. A tremendous amount of labor is required to look after the silk worm and labor during the war has been so scarce that where the industry would not otherwise have been disturbed by the war it has fallen into a state almost of chaos, so that the production of Italian silks has dwindled. As men come back from the front, and as the people who naturally fled from the Trentino during the hostilities come back to their native land, the supply of labor available for looking after the silk worms will be more nearly adequate; but it will take some time for sufficient help to return.

Labor Big Factor

Labor is needed in the production of raw silk, first and foremost to look after the feeding of the silk worms and then to see that the worm is killed at exactly the right time. This is skilled work, for the individual has to know almost to the minute when the death of the insect should be brought about.

The cocoon, if the insect is killed at the proper time, can be unravelled in one long silk thread, sometimes very considerably over a mile in length. However, if the death of the insect is not brought about at this time, it will commence to break through the cocoon and thereby will break the silk thread into shorter pieces. These can be used, but only in very inferior material. It forms the shoddy of the silk industry.

These upset conditions of the Italian silk industry are matched in Armenia, so that from there silk can hardly be brought out in large quantities. This is a serious loss, but not so serious as the upsetting of the industry in Italy, for the Italian silk has been always of wonderful quality, and of course the Italian silk mills will not be able to turn out so much with the operation of the silk worm industry upset as it is. The worms themselves seem to flourish in Northern Italy and to produce a very fine class of silk.

Japan Has Market

At the present time the raw silk producing or marketing country isJapan. The demand therefore upon the Japanese for silk is very great, which naturally tends to keep prices up. There is a possibility that they might go still higher but the Japanese are skilful merchants and want to keep silk at just the right level so that people will not be forced to other products by reason of it going too high.

With conditions such as these it is not hard to understand that neckwear prices, when they commence to go down, will go down very gradually. It is not hard either to realize that the commencement of a decline in prices will be deferred for some considerable time. Until the production of raw silk becomes equal to the demand there can hardly be any drop, and with the greatly reduced production of silk worms, and with the tremendous demand for neckwear silk, and doubtless for other silks, which is sure to follow the war, the supply required will be very great.

Advances First

That prices will advance before they commence to decline is unquestionably true. Why this should be is explained by quoting one particular case. A certain manufacturer had on hand a supply of Barathea which he was selling, made up in good shape, at $8.00 the dozen. These were being made up of big stocks purchased before or during the early days of the war. The manufacturer was not charging for these ties on a basis of the replacement value of the silks, but merely on the basis of the actual purchase value of the silks plus 6 per cent. per annum for the cost of carrying this.

So the trade is being shown this particular tie at the present time at $8.00, and yet since the stock of silk from which it has been made is now almost exhausted, the manufacturer has gone on to the market to buy and finds that to replace this silk he would have to pay a price which would make necessary the selling of the finished tie made from this silk at $16.50 per dozen.

This is rather an extreme case but it shows just why advances will be coming.

Manufacturers who have just returned from New York state that the market there is very strong. The prices they are being asked for silks are higher than they have ever faced before, nor does there seem any immediate probability of a decline. It looks like this to many as regards the trend of prices. These will tend to come down when supply of silk is reduced in price to the manufacturer of the neckwear silks, and when he has had time to make up his silk from this cheaper raw product. Now it will take at least six months to get the raw silk production to any material extent above the present level. After that it would be a matter of four months before the converter could make up cloth from this cheaper silk. It will therefore be practically a year before anything in the nature of reductions may be looked for. It is very possible, however, that after the advances which will be struck for the spring lines to be shown just after the first of the year, prices will remain comparatively steady.

Decline Will be Gradual

When prices commence to go down the indications are that these will decline gradually. Nor is there any belief that they will go back to the pre-war price for a long, long time anyway. The question of labor makes the probability of higher prices almost certain. Before the war in the United States many girls would work in silk plants at comparatively low wages. Now they have been working in munition plants and in other war industries making big money, and to get them back to the silk plants wages will have to be paid, not equal to the munition wages it is true, but somewhere between the old silk price and the war munition price. This is certain to mean higher silk than in the past, though not so high of course as during the war period.

LOSS OF $25,000 IN ONE MONTH

This is What Express Companies Have Had to Stand Chiefly Through Careless Packing —Duplication of Addresses Responsible For Many Losses—How Claims Should Be Made Out

Written especially for this paper by T. M. FRASER

IN one month recently the claims paid by two Canadian express companies amounted to over twenty-five thousand dollars, and practically the entire loss was due to careless or improper packing or marking.

From time to time, the express companies have been urging care on the part of shippers, impressing upon them that poorly packed shipments mean dissatisfied customers; and that in the interest of efficient service, more care should be taken in this respect.

Those who use express service should bear in mind just what it is. They are seeking the most expeditious transmission and delivery, and any action on their part which may cause delay, defeats the object they are seeking to attain. The express companies complain, and apparently with considerable justice, that by far the greater part of the delay or loss in express shipments is due to causes which are preventable with a little care, and the responsibility for which usually can be placed on the shipper. Congestion and delay is caused at the depots by the practice of shippers of leaving express shipments until the last possible moment in the afternoon, making it often impossible for the companies to assort, weigh and bill the shipments and get them loaded. Leaving shipments until late in the day also results in piling a "peak load" on the collection service which is often more than it can handle.

How Losses May Be Avoided

The companies have drawn up some suggestions to express shippers, which, if borne in mind and followed, will expedite delivery and prevent loss. They are as follows:

1. Pack GLASS and fragile articles in wooden boxes or strong corrugated paper cartons, using plenty of excelsior or similar packing, and marking "GLASS."
2. Obliterate old marks on boxes or wrappings they frequently send packages astray.
3. Large or heavy packages of merchandise should not be wrapped in paper or tied with string, because the most careful handling will not then prevent delivery in torn and damaged condition.
4. Put your name and address on outside of package under the word "From." Put your name and address and name and address of consignee **inside** the package as well. If outside mark is lost or destroyed this may facilitate delivery.
5. Do not advertise nature of contents on outside of packages containing valuable commodities such as 'ladies' wearing silk shirts, fur markings, etc.
6. Do not use a tag if condition of package will permit marking with ink. Tags become lost.
7. Castings and similar shipments, when not boxed or crated or when impossible to mark with paint, should be addressed with good linen or strong manilla tags, wired on, and an additional tag (bearing same address) should be bound to the article with burlap covering.
8. Raw furs or skins, if in hand-made bales, should be securely stitched in burlap or bag, and marked on a smooth wooden strip sewed flat to the bale. The oil in the skins destroys ordinary marking.
9. Bedding, carpets and rugs, when not boxed or crated, should be sewed up in burlap or some other substantial cloth covering, and marked with stencil or brush; tags should not be used.
10. Send money and jewelry in sealed packages through money department. Never in unsealed packages.
11. If shipment is C.O.D. (Bill with Goods) mark plainly "C.O.D. $...." Unless specific instructions to the contrary are given by the shipper, the charge for collecting and remitting the money will be collected from consignee. Prepare a C.O.D. envelope to accompany the shipment. Shipper's name and address must be plainly shown on shipment and on C.O.D. envelope. Write same information in receipt.
12. Write the value of shipment in proper space in the receipt. If the shipper does not declare and enter the value in the receipt the liability of the company is limited to $50. The charge is the same when value is declared at $50 or less; an extra charge is made when the value declared exceeds $50.
13. In addressing always show correct street and number.
14. Because of similar town names, the county should be shown. Abbreviations are misleading—spell out the names of Provinces and States.
15. If charges are prepaid, mark the shipment plainly "PREPAID." If package is addressed on more than one side write the word "PREPAID" wherever the address appears.

H. P. Sharpe of the Dominion Express Company, gives some of the experiences and sorrows of the express man. claims that while there will always be found employees, particularly in times like these, who are dishonest or wilfully destructive, there is not much loss by actual design. The older men in the express service are rarely guilty of giving trouble, but war conditions have caused frequent changes and the employment of much inexperienced help. That this is true in the establishments of shippers also, accounts for not a little of the trouble.

Actual Case of Carelessness

"Practically all the damage claims we receive," says Mr. Sharpe, "are for damage or loss due to careless packing or addressing. In packages or baggage which have been frequently shipped, old addresses are left on."

He picked up from his desk a sheaf of correspondence regarding a claim then in hand. It included four old and disreputable looking labels. "Here," he said, "is a case right is point. It was a parcel which the shipper valued at five hundred dollars, destined for Quebec. It was not delivered, and when we began the work of tracing it up we found it was plastered with old labels for Toronto, Detroit, and Winnipeg. It was to the latter place that it actually went. There was no Quebec address at all. It seems extraordinary that people will take so little care when the safety of large sums are involved; but such is the case. Old tags and old addresses should never be left on packages when they are to be reshipped."

Tags Advised Against

"Tags should never be used where one can use labels or can mark the package. They have to be used rarely on such small articles as whips or small castings; but that is the exception. This is one of the greatest causes of trouble.

"There is a great deal of trouble over egg shipments. Crates are constantly being exchanged and used by different shippers, and will often have half a dozen different addresses. They get old and the nails become rusted; then the bottoms fall out.

"Using other shippers' crates, and mixing packages of eggs and butter are other practices responsible for a great deal of trouble. Then there is a good deal of trouble with bars of steel. On such shipments the name should be painted, if possible. Parts for agricultural implements go astray sometimes. They are usually wanted in a hurry and are shipped by express. The implement companies are very careful as a rule, however."

Contents Should Be Indicated

M. S. Veitch of the Canadian Express Company drew attention to the necessity for care in the selection of suitable packages. A few days ago they received a can of paint, with the ordinary removable top, put in a box packed in excelsior and then wrapped in paper, leaving no clue as to its contents. It got a knock in transit and the lid sprung open. The paint, of course, was lost, but that was nothing to the trouble such a mess can cause among express shipments of a more delicate nature.

Delicate articles like hats are customarily shipped in paper boxes and put in crates with thin slats, poorly constructed. Their next door neighbor in the express car or wagon may be a heavy casting, and when the two get mixed there is no visible effect on the castings, but the poorly crated hats suffer considerably. "Paint," observed Mr. Veitch, "should never be put in a box.

It should be crated so that the contents may be known."

A Complaint Without Foundation

Sad to relate, some of the losses are due to human frailty as well as to frailty of packages. It is not always the express employee or the employee of the shipping firm, either. There was an interesting case some little time ago where a wholesale firm was receiving constant complaints from a customer at a distance of shortages in shipments. Three times the firm made good the deficiency, each time warning its shipper that he must exercise more care. On the third occasion he was warned that a repetition of the loss would mean his discharge. A fourth claim was made by the customer and the shipper was called up on the mat to receive his discharge. He beat his employer to it by informing him that money would not hire him to stay any longer at the mercy of such a combination of firm and customer. He then explained that he suspected the customer of making complaints without any foundation, and had held back his last shipment, so that the goods on which he claimed shortage had never been received at all, but were still in the shipping firm's warehouse.

The express companies claim that they are to a great extent at the mercy of the shipper's honesty. This is particularly the case in regard to breakages. Evidence has been unearthed more than once that shipments were actually broken when packed. It is, of course, impossible to examine the condition of the contents of packages when received at the express offices.

Four Months Limit

Finally, when cause for a claim arises it is desirable that it should be properly made out and filed.

There is a four months limit in which shippers may file claims for loss or damage. All claims of this nature should be filed within that time to avoid any chance of being turned down. There are occasions when a shipper cannot get all particulars necessary within this limit to permit claim being filed. To overcome this, it is agreed by carriers, that if shippers give written notice of their intention to file claim, and enter claim later, that this is quite in order.

The reason for this ruling is obvious on account of the thousands of shipments handled by the different carriers. If left for any length of time, their records would become mutilated or lost. Shipments that are lost should be allowed reasonable time for carrier to make delivery, and if no trace can be obtained, then to file a claim for loss.

The following documents should be attached to the claim:

(1) The Original Bill of Lading—which signifies ownership of property, and entitles holder to make claim. If you have been sent the memo, get in touch with shippers for the original.

(2) The Paid Freight Bill or the "Number One" Receipt, which shows you have paid the freight charges. This should also carry the notations of damage, partial loss or leakage, as the case may be.

(3) Certified Copy of Invoice from shippers so that carriers will know on what basis you bought the goods. They are required to pay on value of goods at shipping point, on date of shipment.

(4) A statement of your loss against the railway company. This covers only the actual value of the goods damaged, also a proportionate part of the freight charges covering the pieces damaged.

File Claim Immediately

The consignee should file claims promptly in order that investigation may be started without delay and should be forwarded to the Local Freight Agent at his town. Sometimes merchants have trouble with the agent, and if they have reason to believe that their claim would not be given attention, they may send claim to the Claims Agent direct. The agent will be able to give his name and office address. If the agent is looking after the interests of the company's patrons, and good business relations exist between him and the merchants, file the claim through him. Always make one or two copies of the documents, so that in case they are lost through the various channels necessary in the course of investigation, they may be replaced and investigation continued.

Editor's Note—Above gives the story of how losses occur from the standpoint of the Express Companies. This paper would like to hear from retailers, wholesalers and manufacturers on the subject.

REGULATIONS RE CLOTH CONSERVATION

EFFORTS made to conserve cloth were becoming very important to clothing manufacturers and retailers before the signing of the armistice. It is not yet known if any change in some of these regulations to achieve a saving will come now that the armistice is signed and that peace seems near at hand. It is hardly likely that there will be an immediate change, and the following recommendations, recently sent out by the War Trade Board, will have their affect upon business which starts after the New Year:

RECOMMENDATIONS REGARDING SAMPLES FOR SPRING, 1919

Wholesale Department of Wholesale Clothiers and Wool Manufacturers

Each selling sample not to exceed 4½ x 6¾ inches, double ply, or equivalent in square inches.

Each reference swatch not to exceed 6 square inches.

Tailors-to-the-Trade and Special Order Departments of Wholesale Clothing House

Each sample not to exceed 4½ x 6¾ inches, single ply, or equivalent in square inches.

Sample Woolen Houses

Each sample not to exceed 4½ x 6¾ inches, single ply, or equivalent in square inches.

Woolen Jobbers

For salesmen's samples bound in swatches — each sample in a swatch shall be of a size not to exceed 32 square inches in area.

For salesmen's samples mounted on cards—each sample thus mounted shall be of a size not to exceed 28 square inches in area.

Each customer's reference sample shall not exceed 3½ x 5½ inches, or equivalent in square inches.

Each customer's book reference shall not exceed 1½ x 2 inches, or equivalent in square inches.

Each store and mail sample shall not exceed 2½ x 4 inches, or equivalent in square inches.

The giving of store samples to be restricted as far as possible.

General Recommendations

No goods to be sampled which are not actually in stock or sure to be delivered.

Samples should be sent out only on request.

(Please observe that in no one of the above trades is the quantity of cloth used for samples for Spring, 1919, to exceed 50% of the quantity of cloth used for samples for Spring, 1918.)

H. R. EMERY DIES

Horace R. Emery, 18 Douglas Drive, Toronto, secretary-treasurer and director of Blanchford, Davies & Co., Ltd., wholesale boots and shoes, 60 Front street west, died Wednesday morning, November 27, at his home, from pneumonia. He was 31 years of age.

HIGH DENIMS SEEM CERTAIN

What about overalls?

Well, the future of overalls, as of some similar lines, depends on the future of denim; and denim, on the word of one of those closely connected with its production, is going to go to practically 50c in Canada very shortly. If it does this will mean $36.00 overalls.

At the present time denim can not be brought from the United States for much less than 45c. The price is fixed, and remains fixed until the first of the year, and for the qualities most needed here are at some 32 to 34 cents. Laid down here that amounts to practically 45c. The possibility of anything but higher prices does not therefore look bright. It may be asked: What is causing the tremendous price for denim? The answer is—that the demand is tremendous, that the cost of production is away up over former years, wages being higher than ever with no immediate possibility of dropping. The demand, moreover, is very large and even with the military business stopping it is the general belief that the demand will continue very large. After all the peoples of Europe have got to be clothed, and seem unable to make up their own goods for some time at least. Consequently, not only will cotton be high, or at least in huge demand, but the finished product will be too.

There may be a change the present is an exceedingly hard market to estimate—but present signs are all for high denim for some little time at least.

THE LAW OF PARTNERSHIPS

A Discussion of the Responsibilities of Such Relationships—The Liability of Partners, All Are Agents of the Firm, and Their Acts Are Binding Unless it is Otherwise Provided—The Dissolution of Partnerships

FOLLOWING enquiry has come to MENS WEAR REVIEW from a Quebec reader:

"As I will be in partnership with my brother soon, anything you can publish regarding the duties and liabilities of a partnership arrangement will be read with much interest."

Retailers from the Atlantic to the Pacific are all interested in the subject of partnership. Probably 50 per cent. of the retail business in Canada is carried on by partners in business, while perhaps only an insignificant percentage of the remainder have not at one time or another during their business career considered the possibility of entering into such a relationship. Some of the most successful businesses to-day have resulted from connections entered into in years gone by, when such business arrangements in most cases depended mostly on the ability of the partners to get along with each other. But to-day the modern merchant weighs carefully the probable consequence of a disastrous partnership, and he will not enter into such an arrangement unless he has some definite information as to how he can get out of it, or what his liability and responsibility will be in case the business is defrauded by his partner or ends in failure.

The Need for Understanding on This Point

The enterprising merchant of to-day is face to face with the help problem, and in order to hold his clerk has held out the promise of a partnership, and he too is considering just how far he is making himself liable when he takes his clerk in as a partner, and whether there is any way in which he can limit his liability, or change the arrangement if it is found to be unsatisfactory. On the other hand the clerk of to-day, steady and industrious, taking a real interest in the business, boosting sales and learning store management, is looking to his future and turning over in his mind the prospect of a future partnership with the proprietor, or perhaps procuring a snug little business of his own. And so the retailers, and the retailers' clerks across the Dominion of Canada, who have thought about partnership have also considered how the law operates in these matters, for all partnerships are governed by law.

It is the purpose of this article to outline a few fundamental principles of partnership which will give the reader an idea of the important factors in forming such a relationship, and the liabilities that are thereby entailed.

What Partners are Liable

A partnership may consist of one or more persons who shall be called general partners, and of one or more persons who contribute in actual cash payment a specific sum as capital to the common stock, and who are called special partners. General partners are jointly and severally liable for the debts of the partnership, but special partners are not liable for the debts beyond the amount contributed by them to the capital. The special partners cannot bind the partnership, only the general partners can do this.

The Procedure in Framing a Partnership

When a partnership is entered into, a certificate must be drawn up by the person entering into the partnership before a Notary Public and filed in the office of the judicial district in which the principal business of the partnership is situated. This certificate must contain:

1. The name under which the partnership business is to be carried on.
2. The general nature of the business intended to be carried on.
3. The names of all the general and special partners, distinguishing which are general and which are special, and their usual place of residence.
4. The amount of capital which each special partner has contributed.
5. The time when the partnership is to commence and the time when it is to terminate.
6. The principal place of business of the partnership.

The partnership cannot be dissolved before the date specified in the certificate unless a notice of dissolution is filed in the office where the original certificate was filed and notice of same published once a week in the local newspaper and the Provincial Gazette. So much for procedure.

Every Partner an Agent of the Firm

Every partner is an agent of the firm and his other partners for the purpose of the business of the partnership; and the act of every partner in carrying on the usual business of the firm of which he is a member binds the firm and his partners; unless the partner so acting has in fact no authority to act for the firm in a particular matter, and the persons with whom he is dealing either know that he has no authority or do not know or believe him to be a partner. A person who is admitted as a partner into an existing firm does not necessarily become liable to the creditors of the firm for anything done before he became a partner. A partner who retires from a firm may be discharged from any existing liabilities by an agreement to that effect made between himself and the members of the newly constituted firm and the creditors.

The Dissolution of Partnerships

Subject to any special arrangement made between the partners a partnership is dissolved:

1. If entered into for a fixed term, then by the expiration of that term.
2. If entered into for a single transaction, then on the termination of the undertaking.
3. If entered into for an indefinite time, then by any partner giving notice to the other partner.
4. By the death of a partner.

When the partnership is dissolved each partner becomes the owner of an indefinite share of the property of the partnership (that is where there is no special agreement) and this co-ownership only ends with the final liquidation of the affairs of the partnership.

Partnership Has First Claim on Monies

Where partnership money is paid through a person who is a creditor both of the firm and of one of the partners individually, the money must be first applied to the liquidation of the indebtedness of the partnership. Where goods are purchased by a partnership and a part of the goods returned, then the returned goods must be credited to the partnership. The assets of the partnership are the common property of the partners, and one partner cannot legally sell a share of the total business without the consent of his co-partners and without an accounting to the firm.

If it is the intention that a surviving partner should have a right to take over the interest of a deceased partner, and this clearly appears from the terms of the partnership agreement though it is not formerly expressed, then this right exists.

In a recent case the partnership article provided that at the end of each partnership year an account should be taken of the stock, liabilities, and assets of the business, and a balance struck for that year; that in case one partner died the co-partners should continue to the end of the current financial year, or at the option of the surviving partners for not more than twelve months from such death; that for twelve months from the death of his partner a survivor should not be required to pay over any part of the former's capital in the business; and that any dispute between the survivor and the representative of the deceased as to the amount of debits against, or credits to either in the balance sheet or the valuation of the assets should be referred to arbitration. The court held, however, that the value of the interests of the deceased partner was not determined by the account taken and balance sheets struck at the end of the financial year following his death, but that the assets should be valued in the ordinary way, and that goodwill was to be included in the assets though it has never appeared in the annual balance sheet since the co-partnership began.

Huge Shirt Business at Hand

ALREADY hundreds of Canadian soldiers have been discharged; almost immediately scores of thousands will be returning—will be ordering complete outfits.

THIS business and the business coming from those young men who now know they will not be called, and who consequently are buying more freely, is going to make the shirt department hum.

THE Lang SHIRT

The Line of Unusual Value

will help you get this business, and will ensure your satisfying these important customers.

OUR stocks of Spring lines are still varied as to materials and patterns. Order your sorting supply at once.

Remember, we will put your own label on our shirts if you so desire. Our shirts will make this name stand for shirt quality.

The Lang Shirt Co., Limited

KITCHENER, ONT.

If interested tear out this page and place with letters to be answered.

MWR COLLARS & SHIRTS MWR

FALL SHIRTS WILL AGAIN ADVANCE

Seems Certain Figures Will Show Increase of From 10 to 25 Per Cent.—When Will Decline Set In?—Stocks Not as High as Year Ago

ALREADY many of the materials from which the Fall, 1919, shirtings will be made up are in the hands of the manufacturers, and already it is evident that, instead of prices remaining steady at least, or declining, as some have thought, there will be an advance in the Fall goods from 10 to 25 per cent.

The simple reason for this is that the materials from which the shirts will be made have been bought at higher prices than any materials yet put into shirts. There are perhaps one or two exceptions to this. There are perhaps some lines which have been carried over and which will tend to hold the price of the Fall range as a whole within certain bounds, yet, speaking broadly, the advantage for the Fall goods will be about as has been indicated.

Stocks on Whole are Low

Such a condition cannot be avoided. Irrespective altogether of what should happen to the raw cotton, these prices will obtain. The only thing which could cause lower prices would be an overproduction on the part of manufacturers which would make them so eager for the market that bidding against one another would tend to bring down prices. The conditions of the past few months in Canada have made such a possibility very remote. At the present time stocks are low with the manufacturers and the wholesalers at least, and they are at least much lower with the retailer than they were a year ago.

"Flu" Held Production Back

The "flu" epidemic, which kept so many girls out of work for days—even the peace or armistice celebrations—had its effect on reducing production. This will mean that deliveries for Spring will tend to be delayed, and that the big sorting business which seems likely, will keep the shirt manufacturers busy almost into the Summer.

Why a large sorting business seems probable, is of course apparent to all students of conditions. Elsewhere in this issue, the importance of the returned soldiers to the men's wear merchant has been made. Also the importance of the change in the frame of mind of the man who now knows he will not be called to the colors has been brought out. The returned men are going to need complete outfits of clothing which will mean more than the usual number of shirts per individual. The men now freed of the possibility of military service have probably been allowing their wardrobe to decline, feeling that they might not want civilian clothing very much longer. They will be bigger buyers than under ordinary circumstances.

Shirts Must Sell Well

Already the signs have been seen by many merchants in the orders of those comparatively few returned men now here. As they begin to crowd back, and to expend the dressing allowance which is given, and a part of the savings which it is established they have in the bank, the effect on the shirt department will be very great.

Wisdom or Danger

Many merchants are already anticipating a big demand, and looking over their stocks, are sorting up for Spring already. There is unquestioning wisdom in this for some merchants. Undoubtedly there would be danger in this policy for others. It is purely and simply a case of judging credits. Even if one is certain that the stock will be called for, and there does seem every reason to expect a big improvement on the number of shirts sold during the Spring, money should not be wrapped up in this if the merchant is not well able to carry the stock.

For Fall, samples of which range will perhaps be going out towards the end of February, there seems a little reason to expect that not only will shirts be higher in price, but that there will be some difficulty in getting delivery through quickly. It is quite evident that in view of the larger demand for Spring shirts the cutters-up will be kept busy on these later than usual.

If they are able to keep their labor staff up, or to augment this, they will, in spite of this, be able to get their products made up rapidly for the Fall delivery. There is a question of how much staffs can be increased, however. Even if the girls are available, and as yet there is no easing up in the labor market which would make this seem certain, there will continue difficulty in getting machines.

No Hope of Decline

However, in spite of the difficulties of the situation, production will be secured, there need be little fear of that. There is no hope, however, that there will be any decline in prices. Everything points to an advance of from 10 to 25 per cent.

As for Spring, 1920, it is pretty hard to indicate anything re prices. The opinion, however, of the closest student of shirtings, is that there cannot be a real drop—or the commencement of any real tendency downwards before the Fall of 1920—that is, before goods for Fall, 1920 are shown.

Huge Soft Collar Business

For some time the demand for soft collars has been increased. It is really remarkable at the present time in the large cities particularly. Perhaps because it is a collar which can be laundered at home; perhaps because it is quite generally considered more comfortable, it is gaining tremendously in favor. There is no staple price for this. Merchants are selling a range up to 75c each. They seem to find plenty of buyers at these high figures.

The soft collar is a mighty big factor in the men's wear business now.

George Moore, manager of the men's wear department in F. C. Preston, Ltd., Haileybury, Ont., has just received word that his brother has been wounded in the hand and arm, and is in hospital, and has been recommended for the Military Cross.

A new flax mill is to be started at Cayuga, Ont., by the Haldimand Flax Company. The factory is to be ready for operation next summer. In it the flax fibre will be prepared for spinning. In the meantime the company hopes to contract for 300 acres of flax, for which they will provide seed and harvest the crop.

DON'T

Be Caught next season WITHOUT a generous stock of nationally Advertised

King

SUMMER and COATLESS SUSPENDERS

to retail at 75c and 50c

YOU CAN BUY THEM NOW

for delivery next Spring, because we were fortunate in arranging far ahead for materials. Supplies are limited!

Every season we have to disappoint many customers—

Place your order today with your Jobber or our Travellers and MAKE SURE

F-6

THE KING SUSPENDER and NECKWEAR CO.
TORONTO, CANADA

The John Wanamaker Store, Philadelphia

The John Wanamaker Store, Philadelphia. One of the largest, one of the busiest, one of the most perfectly conducted department stores in the world.

The Grand Court in the John Wanamaker Store, Philadelphia. Thousands of merchants visit this arcade every year to see how business is being handled.

If interested tear out this page and place with letters to be answered.

John Wanamaker buys 100 more National Cash Registers to meet the present-day shortage of help.

Mr. Wanamaker says:

"A large number of people have been taken out of the big stores. The men have enlisted. The women have gone into Red Cross work and nursing.

"We are able to fill some of their places with improved cash registers. This frees many persons for war work."

Mr. Wanamaker's statement that cash registers save labor, is based upon critical investigation and upon experience with N.C.R. Equipment extending over many years.

His recognition of the labor-saving qualities of modern National Cash Registers is plainly shown by a contract he has just placed for nearly $100,000.00 worth of machines. This order calls for 100 of our latest model clerk-wrap registers. It is the largest single order ever placed with us for one store.

The high character of Mr. Wanamaker's stores, the careful tests made by his executives, and the size of his orders, combine to make his personal endorsement extremely important to other merchants, struggling with the present-day shortage of help.

The National Cash Register Company of Canada, Limited, Toronto, Ont.
Offices in all the principal cities of the world

If interested tear out this page and place with letters to be answered.

Finding What You Want

If you don't find what you want in the advertising pages, write "Inquiries Department,"

MEN'S WEAR REVIEW

When your customers ask for a trade-marked line and you do not know where it can be procured, write us. When you require a certain class of goods, but don't know where they may be had, write us. We will do our best to procure the information for you promptly.

We want you to feel this is your department. Use the form below.

MEN'S WEAR REVIEW
143-153 University Avenue
TORONTO

For Subscribers

INFORMATION WANTED

Date.....191

Please tell me where I can procure.....
.....
.....

Name.....

Address.....

"Craftana"

Registered No. 262,00[illegible]

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

We extend to our Customers and other Friends our best wishes for

A Merry Christmas

and

A Happy New Year

May the New Year bring to all prosperity and a full measure of health and happiness.

H. E. DAVIS & CO.

117-19-21 St. Henry St. - Montreal

Manufacturers of "Storm Resista" Ladies' and Gentlemen's High-class

Waterproof Garments

KANT KRACK

TRADE MARK REGISTERED

COLLARS

Spell Practical Economy

14 to 19

12 to 18½

That is why dealers will find it good business to feature these cleanable, linen-like collars and to recommend them strongly to every man.

A collar that looks like a real linen collar—a collar that is cleanable in an instant—a collar that will outwear at least six ordinary linen collars and never costs a cent for laundrying — that's what every KANT KRACK Collar means and that's why KANT KRACK Collars sell and satisfy.

Order a stock now. Prices subject to change without notice.

12½ - 18½

11 to 19

The Parsons *and* Parsons Canadian Company

Makers of the

Famous KANT KRACK *Composition Collar*

HAMILTON, ONT.

Established in U.S.A., 1879 *Established in Canada, 1907*

Canadian Manufacturers for the
ONLI-WA TIE HOLDERS

If interested tear out this page and place with letters to be answered.

Canada's Industrial Situation and Outlook for After the War, Industrial Possibilities Wonderful

THE Annual Industrial Issue of THE FINANCIAL POST, published on November 2nd, appears in the dawn of wonderful, almost dazzling possibilities for the British Empire, and for Canada.

"The next hundred years should be the greatest in the British Empire," says THE POST'S leading article. "Students of history say that countries which win great wars succeed to long periods of great prosperity. We are winning this war, but will we attain the great possibilities unfolding before us? . . ."

And then the searchlight of this leading article is brought to bear on critically interesting situations in the Industrial and Business life of Canada to-day, situations upon which as a Canadian business man you will like to be quickly and clearly informed so that with other business men of your community you can share in the work that is going to make Canada a winner in world business as well as world warfare, and prosperous accordingly. Note what a mine of necessary information for this work you secure in this great number of THE POST:

FEATURES OF THIS INDUSTRIAL AND RECONSTRUCTION NUMBER OF THE POST

THE MANUFACTURERS' PART IN NATIONAL PROSPERITY—W. J. Bulman, president Canadian Manufacturers' Association; **SELL FINISHED PRODUCTS INSTEAD OF RAW MATERIALS**—Sir John Willison, president Canadian Reconstruction Association; **WORLD CHANGES—Economical Developments in Great Upheaval**—Prof. James Mavor, Ph.D., Department of Political Economy Toronto University; **EAST AND WEST—Setting the Stage for Amicable Meeting**—S. R. Parsons, past president Canadian Manufacturers' Association; **PEACE TERMS—Leading Nations Prepare for Aggressive Efforts**—Frank A. Sisson, vice-president Guaranty Trust Co. of New York; **EMPLOYMENT MANAGER—New Factor in Industrial Relations**—Edward D. Jones, Employment Management Section, U.S. War Industries; **LABOUR—Shortage of Man Power the Prime Factor**—James G. Merrick, Secretary Toronto Employers' Association; **U.S. RELATIONS—Brothers in Arms Likely to be Friends in Finance**—J. Herbert Hodgins, Statistican, New York Agency Union Bank of Canada; **PAPER EXPORTS—Looking to the Future of a Big Basic Industry**—F. J. Campbell, president Canadian Pulp and Paper Association; **TRADE BANKING—Who Will Supply Credit for Export Business?**—T. M. Fraser; **PRICES—Regulating the Law of Supply and Demand**—M. Mackintosh, Department of Labor; **CONSTRUCTION—Housing and Other Problems After the War**—J. P. Anglin, B.Sc., pres. Montreal Builders' Exchange; **LUMBERING—A Big Item on the American War Program**—An authority in the Canadian lumber industry; **FUEL—The Vital Factors of the Coal Shortage in Canada**—Charles W. Peterson, Deputy Fuel Controller for Canada; **SHIPBUILDING—A War-time Industry and Its Peace-time Future**—T. H. Fenner, Associate Editor Marine Engineering; **AUTOMOBILES—Interesting Stage of Great Industry's Growth**—W. A. Craick, Associate Editor The Financial Post—**STEEL—Efficiency the Dominating Factor in the Readjusting Process**—A. R. Kennedy, Editor Canadian Machinery; **MILLING—Filling European Bread Basket**—H. H. Black, Associate Editor The Financial Post; **AFTER THE WAR—We Must Be Ready**—Col. Thos. Cantley, chairman Nova Scotia Steel & Coal Co.

Authoritative Opinions on the Future of Canadian Industry are expressed by late Senator Henry W. Richardson of Kingston; J. Frater Taylor, president Lake Superior Corporation; A. O. Dawson, vice-president and managing director Canadian Cottons; Carl Riordon, vice-president and manager, Riordon Pulp and Paper Co.; and others.

Other subjects dealt with include Women Workers in Industry; Development of Foreign Markets, Etc.; while the Sugar, Textile, Paint, Packing, Musical Instrument, Furniture, Pulp and Paper, and other trades are reviewed.

A copy of this splendid issue (which runs to 56 pages) will be sent you free, while the edition lasts, but a better way to secure a copy would be to order your subscription now for THE FINANCIAL POST. This will ensure your receiving a copy of the Industrial Number free, and THE POST regularly for a year besides. There never was a more vital year for Canadian business. POST service in important and exclusive business information **that can be used to good purpose and profit** will prove worth many times the subscription price of $3.00 per year. You will find it convenient to use the following form in ordering subscription:

THE FINANCIAL POST,
143-153 University Ave., Toronto. .....

Send me the Annual Industrial Number of THE POST for 1918, and enter me as a regular subscriber, commencing with the current number. I am enclosing / will forward $3.00 to pay for my subscription till Jan. 1st, 1920.

Name.....

M.W.R. Address.....

Link up with the consumer advertising of Star Brand Overalls

We are regularly advertising Star Brand Overalls to the consumer and one of our window cards shown here will connect you with a good big share of the resulting demand.

Goodhue's STAR BRAND OVERALLS have been made in Rock Island for the past twenty-five years, and are known all over Canada as the best there is in high grade garments.

Our traveller covers your town and will be glad to call on you.

"Prove all things and hold fast to that which is good."

The J. B. Goodhue Co., Ltd.

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Montreal: 211 Drummond Bldg. Ottawa: 76 O'Connor St.

Sales Conducted for High-Class Retail Stores Only

All Dates Now Filled Till January 1st, 1918
Booking Now For January, February and March

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The Practical Sales Specialist

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BOX 355, SAULT STE. MARIE, ONTARIO

All Sales Conducted Personally

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31 RICHMOND E. TORONTO

Something in a Peace Idea for Christmas

Hurry

Have You a Store For Sale or Rent?

Are you desirous of turning over your business to some responsible party? Do you want a clerk? Reach these prospects through a condensed ad. Rates 2c a word per insertion, 5c additional for Box Number.

Men's Wear Review

143 UNIVERSITY AVENUE

Toronto

If interested tear out this page and place with letters to be answered.

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You want

"SANTA"

For Store and Window Decoration

They brighten up your displays and give a holiday touch to your store.

They are 14 inches wide by 24 inches high, hand-painted in four colors.

They cost $12.00 per dozen F.O.B. Montreal. Quotations on larger quantities on demand. Delivery by return.

DELFOSSE & CO.

Manufacturers of Store Fixtures, Wax Figures and Forms

249 Craig St. West, Montreal, Canada

WASTE PAPER

WRITE FOR PRICES

E. PULLAN

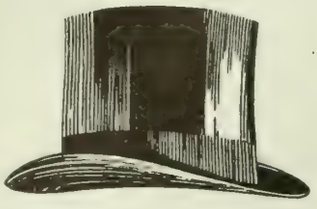
TORONTO HAMILTON

Read the Want Ads

THAT SILK HAT FOR XMAS

We can fill your order promptly and with satisfaction. We have the facilities for doing so—ours is the largest and best equipped hat factory in Canada.

See the Silk Hats that are the Standard of Style and Quality.



We are specialists in Ladies' Silk French Plush Hats.

GEO. PROVENCHER

166B ELIZABETH ST. - MONTREAL

Established 1894

Condensed Advertisements

AGENCY WANTED

MANUFACTURERS AGENT HAVING best connection in Maritime Provinces in Ladies' and Gent's Wear wants lines for that territory, on commission. Write Box R, Men's Wear Review, 128 Bleury St., Montreal.

GOOD, RELIABLE MEN'S WEAR CLERK. Must be fair card writer and window trimmer. Steady employment. Good salary in growing city. Address Box 51, Men's Wear Review, 143-153 University Ave., Toronto.

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CANADIAN CONSOLIDATED RUBBER CO., LIMITED
DOMINION
RUBBER
SYSTEM
AND ASSOCIATED COMPANIES

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"Made-in-Canada" Raincoats

Dealers who carry the Dominion Raynster line are showing the handsomest coats of the season.

For every-day wear and best wear—for long and satisfactory service—for style, fit and finish,

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compare with any tailor-made coat.

In addition, Dominion Raynsters with our guarantee label, are absolutely waterproof.

Our nearest branch will gladly arrange to show samples.

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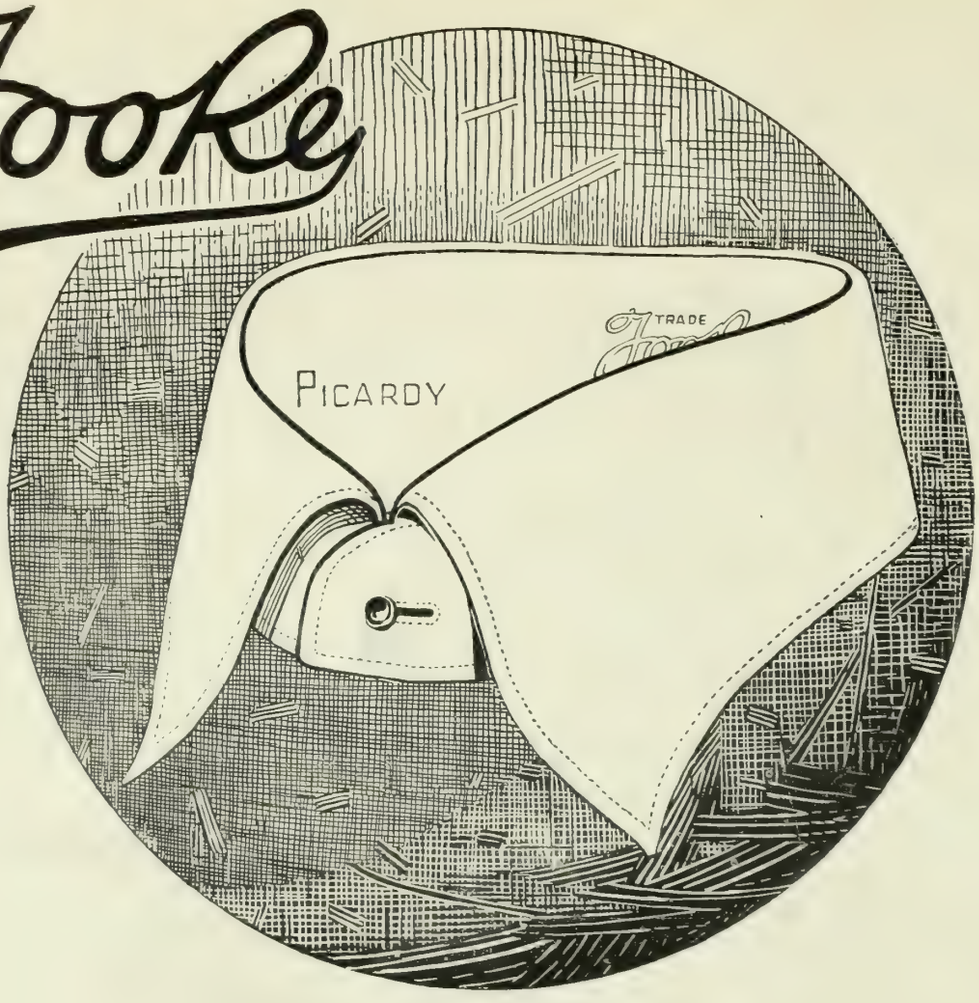
Tooke



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The New Tooke Collar for Fall and Winter.

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Ready 1st December

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